Santa Maria Tourism Marketing District (SMTMD) Advisory Committee Agenda
September 13, 2017 • 3:00 – 5:00PM • Santa Maria Inn

Advisory Committee:
Chair: Jean-Luc Garon, Radisson
JP Patel, Fairfield and Candlewood Suites
Jerry Patel, Economy Inn
Ryan Swack, Historic Santa Maria Inn
Susan Garcia, Holiday Inn

Chamber:
Chris Slaughter, Board Liaison
Glenn Morris, President & CEO
Jennifer Harrison, Director VCB
Cheryl Cuming, Administrator TMD

City Staff:
Jason Stilwell, Deputy City Manager

1Brown Act Notice: Meetings of the Santa Maria Tourism Improvement District (SMTMD) Advisory Committee are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Committee welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Committee.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the Chamber of Commerce at least 48 hours in advance of the meeting.

Welcome & Call to Order

Public Comment (for any item that is not on the agenda – please limit to 3 minutes)

ACTION ITEM: Consent Calendar (Routine items approved with one vote unless one or more items are pulled for separate consideration by a board member)
  • Accept Prior Meeting Minutes
  • Financial Reports

Business Items
  • INFORMATION ITEM: Monthly Reporting (web, TOT and STR) and PR Overview
  • INFORMATION ITEM: Perfect Home Base Creative Approach
  • INFORMATION ITEM: Media Plan
  • ACTION ITEM: Approve 2017|2018 Marketing Plan

INFORMATION ITEM: Updates
  • Chairman’s Report
  • VCB | TMD Report
    ▪ City Council Presentation
    ▪ Small hotel URL’s
  • Committee Member Reports ((Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)

Future Agenda Items
  • Front desk FAM/concierge training

Adjourn

Next Meeting: November 8, 2017 from 3 – 5pm

Mission Statement:
“Promote a favorable economic climate while making the Santa Maria Valley a better place to live and work”