Santa Maria Tourism Marketing District (SMTMD) Advisory Committee Agenda
May 11, 2016 • 2:00 – 5:00PM • Radisson Hotel

Steering Committee
JP Patel, Fairfield and Candlewood Suites
David Sosa, Travelodge
Jerry Patel, Economy Inn
Jean-Luc Garon, Historic Santa Maria Inn
Ryan Swack, Radisson

Chamber Staff:
Glenn Morris, President & CEO
Gina Keough, Director VCB
Cheryl Cuming, Administrator TMD

1Brown Act Notice: The portion of this agenda dealing with the Board’s role as the governing body of the Santa Maria Tourism Improvement District (SMTMD) is subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Board 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 Board of Directors.

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.

1. Welcome & Call To Order / Flag Salute
2. Public Comment (for any item that is not on the agenda – please limit to 3 minutes)
3. 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
5. Current Items
   - Discuss organization of TMD, role of Chamber Board, role of Advisory Committee, Brown Act implications, etc.
   - Select Committee Chair
   - Request for Proposal Presentations
     - Verdin (2:30 – 3pm)
     - JP Marketing (3:30 – 4pm)
     - KPS3/CC Media (3 – 3:30pm)
     - Archer & Hound (4 – 4:30pm)
   - Determine final firm selection (4:30 – 4:45pm)
   - Discuss timeframe
6. Updates
   - Chairman’s Report
   - VCB Report
   - TMD Report
7. Committee Member Reports (Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)
8. Good of the Order
9. Future Agenda Items
   - Branding Process
   - Tracking/research
10. Adjourn

Next Meeting: Wednesday, June 8, 2016 from 3:00 – 5:00PM

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