**Santa Maria Valley Tourism Marketing District (SMV TMD) Advisory Committee Agenda**  
January 22, 2019 • 3:00 – 5:00PM • Santa Maria Inn

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**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:**  
Ed Curcara, Board Liaison  
Glenn Morris, President & CEO  
Jennifer Harrison, Director VCB  
Cheryl Cuming, Administrator TMD

**City Staff:**  
Jason Stilwell, City Manager

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**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, TOT and STR Reports

**Business Items**

- INFORMATION ITEM: Hear from our KPS3 Team  
  - Meet Andy Walden  
  - Monthly Reporting and PR update  
  - Progress report: Web enhancements and content development  
    a. Plan Your Trip and Events pages launched  
    b. Swirl Machine prototype

- DISCUSSION ITEM:  
  - Committee Structure  
    a. Committee Chair & Vice Chair  
    b. Marketing Committee discussion

- ACTION ITEM:  
  - Pole banner details and pricing  
  - Research considerations from SMG/Carl Ribaudo

**INFORMATION ITEM:** Updates  
- Chairman’s Report  
- VCB | TMD Report  
  - CalSAE recap  
  - Restaurant week and Craft Cocktail promo  
  - New coupon book  
- Committee Member Reports *(Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)*

**Future Agenda Items**

- 2019 | 2020 Planning discussion (March)  
- Events: Airfest and Race of Gentlemen

**Adjourn**

Next Meeting: Tuesday, March 26 (4th Tuesday)

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*Brown 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.*