



# CHULA VISTA CHAMBER OF COMMERCE

Tourism Marketing District Board  
Meeting Minutes  
Wednesday, August 4, 2010  
Chula Vista Chamber of Commerce Board Room  
233 4<sup>th</sup> Avenue, Chula Vista, CA 91910

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**I. Meeting called to order- 3:19 p.m.**

**II. Pledge of Allegiance**

**III. Roll Call**

	P	A	E
Bob Bliss	■	□	□
Kevin Carlson	■	□	□
Lisa Cohen	■	□	□
Nicole Hohenstein	■	□	□
Lisa Johnson	□	□	■
Steve Miesen	■	□	□
Lourdes Valdez	■	□	□
Scott Vinson	■	□	□

**IV. Approval of July's meeting minutes-**

- a. **MOTION:** To approve meeting minutes (Lourdes Valdez, Kevin Carlson; All in favor)

**V. Approval of Tourism Marketing Financials**

- a. Discussion took place regarding the Tourism Marketing District Financials

**MOTION:** To approve the Tourism Marketing District Financials (Bob Bliss, Nicole Hohenstein; All in favor)

- b. Discussion regarding the 2010/20100 Tourism Marketing District Budget

**MOTION:** To approve the 2010/2011 Tourism Marketing District Budget and have included in the budget a \$4,000 expense for Promotional Brochures under October 2010 (Bob Bliss, Lourdes Valdez; All in favor)

**VI. Public Comment-**

- a. No public communications were given

**VII. CEO's Update- Lisa Cohen**

- a. Lisa will be having a meeting with MARCOA in regards to the 2011 City Map.
- b. Discussion regarding the online Directory for the Chula Vista Chamber of Commerce
- c. Update was given on the 2010 Golf Tournament that will be taking place on Friday, September 10<sup>th</sup>; 1 p.m. Shotgun

- d. Update was given on the last Hotel Motel Committee meeting that took place on July 13<sup>th</sup>. The next suggested guest speaker for the September meeting will be AAA.

**VIII. Board Communications**

- a. Presentation to City Mayor and Council for the Tourism Marketing District update will be on Tuesday, August 17, 2010.

**IX. Adjournment- 3:56 p.m.**