



CHULA VISTA CHAMBER OF COMMERCE

Tourism Marketing District Board
Meeting Minutes
Wednesday, September 1, 2010
Chula Vista Chamber Board Room
233 4th Avenue, Chula Vista, CA 91910

I. Meeting called to order- 3:12 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 August's meeting minutes

MOTION: To approve meeting minutes (Lisa Johnson, Nicole Hohenstein;
All in favor)

V. Approval of Financials

MOTION: To approve financials (Nicole Hohenstein; Bob Bliss; All in
favor)

VI. Public Communication

a. Ron Canton- La Quinta

- i. There were two representatives of La Quinta Hotel that came to Chula Vista from Orange County that were very impressed with the Tourism Marketing District that was formed.

VII. CEO's Update- Lisa Cohen

a. Marcy Weaver- General Manager of the Convention and Visitors Bureau

- i. August 17, 2010- Presentation to Chula Vista Mayor and Council was given as a report of the Tourism Marketing Districts 1st Year Update
- ii. The meeting can be viewed on Streaming Video on the City's Website as action item #8

b. Lisa Cohen- CEO

- i. AAA will be the guest speaker at the next Hotel Motel Committee meeting.

- ii. TMD attorney John Lambeth referred us to the Strategic Marketing Group (SMG) to develop a marketing plan for the Tourism Marketing District. Should receive a proposal by Friday. The Marketing Plan would focus on the actual reporting that gets back to the Chula Vista City Mayor and Council
- iii. Discussion took place regarding the TMD Presentation that took place on August 17, 2010 for City Mayor and Council
- iv. First Friday Breakfast will have the MTS presentation on Renewing the Blue Line

VIII. Adjournment 3:40 p.m.