



# CHULA VISTA CHAMBER OF COMMERCE

Tourism Marketing District Board  
Meeting Minutes  
Wednesday, January 5, 2011  
Chula Vista Chamber Board Room  
233 4<sup>th</sup> Avenue, Chula Vista, CA 91910

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**I. Meeting called to order- 3:10 p.m.**

**II. Pledge of Allegiance**

**III. Roll Call: Bob Bliss, Kevin Carlson, Lisa Cohen, Nicole Hohenstein, Lisa Johnson, Jay Norris, Steve Miesen, Jerry Rindone, Scott Vinson.**

**IV. Approval of Decembers meeting minutes**

**MOTION:** To approve the meeting minutes (Nicole Hohenstein, Steve Miesen; All in favor)

**V. Public Communications**

- a. No public communications were given.

**VI. Approval of Tourism Marketing District Financials for the month of November 2010**

**MOTION:** To approve the financials (Scott Vinson, Nicole Hohenstein; All in favor)

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

- a. At the next Hotel Motel Committee meeting the two guest speakers will be State Farm and Cox Communications.
- b. Lisa updated the committee regarding her meeting with Buck Martin and Stewart Payne for the Sport Commission.

**MOTION:** For the Chula Vista Tourism Marketing District to apply for a grant from the county to develop a position through the Tourism Marketing District or ConVis (Lisa Johnson, Steve Miesen; All in favor)

**VIII. Board Communications**

**IX. Adjournment- 3:48 p.m.**