



CHULA VISTA
CHAMBER OF COMMERCE
Tourism Marketing District Board

Wednesday, April 6, 2011
Chula Vista Chamber of Commerce
233 4th Avenue, Chula Vista, CA 91910

- I. **Meeting called to order- 3:17 p.m.**
- II. **Pledge of Allegiance**
- III. **Roll Call-**
 - a. Members Present: Kevin Carlson, Lisa Johnson, Steve Miesen, Jerry Rindone, Bob Bliss, Lisa Cohen
 - b. Members Excused: Jay Norris Scott Vinson
- IV. **Public Comment**
 - a. Ron Canton from La Quinta Inn
 - i. A suggestion was given to the TMD Board to create a map of Chula Vista for a visitor that includes only the mayor attractions and businesses, that guest usually ask about when vacationing.
 - ii. A second suggestion was given to make the Visitors Center atmosphere more welcoming to tourist.
- V. **Approval of March's Meeting Minutes**

MOTION: To approve meeting minutes (Nicole Hohenstein, Jerry Rindone; All in favor)
- VI. **Approval of February's TMD Financials**

MOTION: To approve TMD Financials (Lisa Johnson, Nicole Hohenstein; All in favor)
- VII. **CEO's Report- Lisa Cohen**
 - a. Committee discusses the map for the hotels and motels to have and hand out to the visitors that come to Chula Vista.
 - b. At the next hotel motel meeting the Guest Speaker will be Knott's Soak City and San Diego Sports Commission.
- VIII. **Adjournment- 3:53 p.m.**