



- 
- I. **Meeting called to order- 3:13 p.m.**
  - II. **Pledge of Allegiance**
  - III. **Members Present:** Jay Norris, Kevin Carlson, Bob Bliss, Nicole Hohenstein, Lisa Cohen, Marcy Weaver, Jerry Rindone. **Members Excused:** Lisa Johnson.
  - IV. **Public Communications**
    - a. No public communications were given
  - V. **Approval of Junes' meeting minutes**

**MOTION:** To approve the meeting minutes from June (Jerry Rindone, Scott Vinson; All in favor)
  - VI. **Approval of Tourism Marketing District Financials for the months of May, June and July**
    - a. Review and discussion of financials for the months of May, June and July. Year to date there is a \$13,000 net income and expenses are right with what has been targeted.
    - b. Biggest month is July and that check will be coming in on the month of October.
    - c. Hotels are doing much better at the moment; ADR will take time to build up, but the occupancy is doing better.

**MOTION:** To approve TMD financials for the month of May, June and July (Scott Vinson, Nicole Hohenstein; All in favor)
  - VII. **Agenda Items**
    - a. Updating Tourism Marketing District Contracts
      - i. Discussion regarding the Tourism Marketing District and the City of Chula Contract. TMD Board was presented a draft contract written by Chamber Attorney John Lambath.
      - ii. City of Chula Vista council is requesting this contract.
      - iii. Scott Vinson is requesting more time to review the contract.

**MOTION:** To approve the Tourism Marketing District contract with the City of Chula Vista in concept, thoroughly vetted from both sides and to bring it back to the October 2011 Tourism Marketing District Board meeting (Jerry Rindone, Jay Norris, Opposed by Scott Vinson: **Motion Passes**)
  - VIII. **CEO's Report- Lisa Cohen**
    - a. The windows for the Visitors Center were revamp
    - b. Nicole Hohenstein and Marcy Weaver attended the Chula Vista Sports Alliance meeting, 27 events will be held in Chula Vista for 2011. The sports commission had requested something for visitors that had the restaurants in Chula Vista as well as coupons.
    - c. Marcy and Lisa meet with Karen Schmerler from the Chula Vista Police Department to go over how the hotels and motels are currently doing. Information was requested to see how meeting with the hotels had impacted the CFS (calls for service) and if there is any correlation with the hotel/motel committee meeting.
    - d. 2<sup>nd</sup> Annual Tourism Marketing District presentation to City Council will be given on Tuesday, October 11, 2011.
  - IX. **Board Communications**
    - a. No board communications were given
  - X. **Adjournment- 4:02 p.m.**