



Tourism Marketing District Board

Agenda

Chula Vista Chamber of Commerce Board Room
233 Fourth Avenue, Chula Vista, CA 91910

Wednesday, February 1, 2012

3:00 p.m.

I. Call meeting to order

II. Pledge of Allegiance

III. Roll Call

	P	A	E		P	A	E
Robert J. Bliss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lisa Johnson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kevin Carlson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steve Miesen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lisa Cohen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jay Norris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
William A. Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jerry R. Rindone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nicole Hohenstein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marcy Weaver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV. Public Communications

- a. Open Public Communications
- b. Close Public Communications

V. Approval of January 4, 2012 meeting minutes

VI. Approval of TMD Financials for the month of December 2011

VII. Agenda Items

- a. Requirement for hotel/motel owners to constitute a majority of the TMD Board and to look at adding 7 additional hoteliers to the TMD Board.
- b. Require the establishment of a means to evaluate the benefits to the hotel/motel owners (i.e., number of increased room nights due to TMD program)

VIII. CEO's Update- Lisa Cohen

IX. Board Communications

X. Adjournment

IF YOU WISH TO ADDRESS THE TOURISM MARKETING DISTRICT BOARD

Persons wishing to address the Tourism Marketing District Board on any agenda item should complete a Request to be Heard card and submit it to the Recording Secretary. Individuals may also speak to any item not appearing on the agenda under Oral Communications. Legally, the Tourism Marketing District Board may discuss, but not take action, on topics brought up under this section of the agenda. State law stipulate that no oral presentation shall include charges or complaints against any employee, including the Chief Executive Officer, regardless of whether or not the employee is identified by name or by another reference which tends to identify. California law requires that all charges or complaints against employees be addressed in Closed Session unless the employee requests a public hearing. All such charges or complaints therefore must be submitted to the Tourism Marketing District Board under the provision of the Chamber's policy. Speakers are requested to limit remarks to five minutes.

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COMPLIANCE WITH AMERICANS WITH DISABILITIES ACT

The Chula Vista Chamber of Commerce, in compliance with the Americans with Disabilities Act and California Government Code section 54953.2, provides special accommodations to individuals who may need assistance with access, attendance, and/or participation to the Tourism Marketing District Board meetings, including alternative formats for agendas, documents constituting agenda packets, and materials distributed during public meetings. Upon written request to the Chamber, disability-related modifications or accommodations, including auxiliary aids or services, will be provided. Please contact the office at (619) 420-6602, for specific information on resources or programs that may be available for such accommodation. Please call at least 48 hours in advance of meetings and five days in advance of scheduled services and activities. Translation and Hearing-Impaired services are also available.

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AGENDA AND DISTRIBUTION OF WRITINGS TO MEMBERS OF THE PUBLIC

The Chula Vista Chamber of Commerce, in compliance with Government Code Section 54957.5, non-exempt writings that are distributed to a majority or all of the Tourism Marketing District Board in advance of a meeting, may be reviewed at the scheduled meeting.

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EQUAL OPPORTUNITY EMPLOYER

The Chula Vista Chamber of Commerce is committed to providing equal educational, contracting, and employment opportunity to all in strict compliance with all applicable state and federal laws and regulations. Individuals who believe they have been a victim of unlawful discrimination in employment, contracting, or in an educational program may file a formal complaint with the Chula Vista Chamber of Commerce.