



AGENDA

Oceanside Museum of Art
November 16
10:00 a.m.- 12:00 p.m.

- I. Welcome/Introductions
- II. Barb Newton, President & CEO, CalTravel
- III. Strategic Planning
 - a. Vikram Sood, Managing Director, NuPala Hospitality Development and Management
- IV. Consent Calendar
 - a. Minutes
 - b. Financials
- V. Liaison Reports
- VI. Chairman's Report
 - a. Board Holiday Gathering: Thursday, December 14 at Urge
 - b. December Board Meeting: Dark
- VII. Executive Report
 - a. Cyclocross Event
- VIII. MISC/ Public Comment
- IX. Events
 - a. Shop Local/Merry Makers Fair/Sip and Shop: November 25- December 22. Check calendar for details
 - b. O'side Turkey Trot; November 23
 - c. Surf Cup; November 24-26
 - d. Oceanside Hustle 3d Lacrosse: December 1-3
 - e. High School Classic: December 27-28
 - f. GoJump Sky New Year's Revolution: December 31
- X. Next Board Meeting: Thursday, January 18, 2018

Vision Statement: Oceanside is Southern California's most desired beach destination.

The Mission of *Visit Oceanside* is to unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life for the City of Oceanside.