



AGENDA

Zoom Meeting

www.visitoceanside.org/ Industry Resources

Thursday, March 18, 2021

10:00 a.m.-12:00 p.m.

- I. Welcome
- II. Public Comment
- III. Action Items:
 - a. February Financials
 - b. February Minutes
 - c. Michael Tsai, GM Holiday Inn new board member
- IV. Information Items
 - a. Strategic Planning Update and Discussion
 - b. Liaison Updates
 - c. Visit Oceanside Update- Advocacy/ Economic Update
 - d. CWC update
 - e. Board Roundtable
- V. Adjournment of Board Meeting
 - a. Next Meeting: Thursday, April 15, 10:00-12:00

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Leslee Gaul at 760.721.1101 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

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.