



AGENDA

Holiday Inn Oceanside Marina
Thursday, August 15, 2024
10:00 a.m.-12:00 p.m.

- I. Welcome
 - a. Introductions
- II. Public Comment
- III. Action Items:
 - a. New Board Member Slate
 - b. June Minutes
- IV. Information Items
 - a. Year-end Draft Financials
 - b. Brand Study Update-Jenna McEwan, Greenhaus
 - c. Marketing Influence Study and Market Update- Michelle Martini-Brown
 - d. Staff Reports
 - e. VO Business Plan
 - f. VO updates: STMP Implementation and Cal Travel Summit
 - g. Liaison Updates
 - h. Board Roundtable
 - i. Next Board Meeting: Thursday, September 19, 8:30 a.m.-12:30 p.m. at The Seabird Ocean Resort and Spa
 - j. Citywide Events: Attack Soccer Summer Classic, Augst 17-18; World Bodysurfing Championships, August 17-18; San Diego Senior Games, TBD; SoCal Blues, August 31-September 1; U.S. Adaptive Surfing Champs, September 5-8; Cal Trave Summit, September 9-11; Super Girl Pro, September 20-22; and California Surfing Day, September 20.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at last 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: Vibrancy meets Authenticity, in Southern California's Most Creative Coastal 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.