



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.

AGENDA

Springhill Suites Oceanside, Thursday, August 28th, 2025, 10:00 a.m.-12:00 p.m.

- I. Welcome
 - a. Introduction
- II. Public Comment
- III. Action Items:
 - a. Financials
 - b. June Minutes
- IV. Informational Items
 - a. Lodging Performance
 - b. Staff Reports-Year-end Highlights
 - c. SMARI Study
 - d. FY26 Business Plan Highlights
- V. VO Update
- VI. Liaison Updates
- VII. Board Roundtable
 - a. Next Board Meeting: September 25 and October move to October 30
- VIII. Citywide Events:
 - a. Citywide Events: Pier Swim 9/1, US Open Adaptive Surf 9/4-9/7, Super Girl Pro 9/19-9/21, Tast of Oside 10/4, Dia De Los Muertos 10/26, Sports Illustrated Women's Games 10/28-11/2, Del Mar Breeder's Cup 10/30-11/30

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item 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.

ANTITRUST STATEMENT: "Participants at the Visit Oceanside Board meeting are reminded to refrain from any actions or discussion which many be construed as violations of anti-trust law. Specifically, there will be no discussion relating to pricing or fees, discounts, sales, credit terms, competitive practices, or market allocations. Furthermore, participants should refrain from discussing specific problems and limit their questions and statements to those of general industry practices."

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 act other than what is recommended.