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

VO Board

Thursday, October 22, 10:00 a.m.-12:00 p.m.
Springhill Suites Marriott Oceanside
110 N Myers Street, Oceanside

I. Welcome
II. Public Comment
III. Financials/Audit
IV. Action Items:
    a. August Minutes
V. Informational Items
    a. Media plan-Greenhaus
VI. Liaison/Advisors Update
VII. VO Update
    a. STMP Update
VIII. Board Roundtable
    a. Next Board Meeting: **Thursday, November 19, 10:00-12:00 (The third Thursday)**
IX. Citywide Events:
    a. Citywide Events: Del Mar Race Seaason; Dia De Los Muertos, October 25; Bike the Coast, October 24; Western Surfing Championship, November 7-8; O'side Turkey Trot, November 26; and Surf College Cup (SC), November 27-30.

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.