



**REGULAR BOARD OF DIRECTORS MEETING  
The Bahia Resort Hotel  
Marina Room**

998 West Mission Bay Drive, San Diego CA 92109  
Friday, September 17, 2010  
9:30 a.m. – 12:00 p.m.

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**Call to Order / Introductions:**

**Chairman C.Terry Brown**

**Public Comment:**

Public Comment for ALL items on or not otherwise on the Agenda

**Brown**

**Action Items:**

**Brown**

**01) Approval of Minutes:**

The July 16, 2010 SDTMD board meeting minutes will be reviewed / considered for approval.

**02) Beer Week FY 2011 Line-Item Reallocation:**

This is a presentation by SD Beer Week for a FY 2011 budget adjustment due to early ad placement timing.

**03) FY 2010 ConVis Payroll Budget Reclassification:**

This is a presentation by ConVis for their FY 2010 payroll budget reclassification.

**04) FY 2011 San Diego North CVB Restructuring / MOU with CONVIS:**

At the July SDTMD Board meeting, SDNCVB proposed to return to the September 17 board meeting with a revised FY 2011 Budget reflecting a restructuring of their organization. The resulting restructuring plan and MOU with the SD Convention and Visitors Bureau (CONVIS) will be reviewed, and the revised FY 2011 SDNCVB Budget will be presented to the SDTMD board for review / consideration.

**05) San Diego State University Certificate Course:**

The SDSU Revenue Management Certificate Course will be presented to the SDTMD board for review / consideration.

**Informational Items:**

**01) FY 2012 SDTMD Applications: Available at [www.sdtmd.org](http://www.sdtmd.org)**

**02) FY 2012 Application Deadline: October 22, 2010**

**03) Next Meeting: October 15, 2010**

**Brown / Stewart**

**Adjournment of Board Meeting:**

**Brown**

**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 Lorin Stewart at (619) 209-6108 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.**