



**BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION AGENDA  
THE LODGE AT TORREY PINES – ROOM: ALFRED MITCHELL (public)  
& EVERETT JACKSON III (closed session)  
11480 N Torrey Pines Road, La Jolla, CA 92037  
Friday, August 26, 2016  
10:30 a.m.**

---

**Call to Order / Introductions:**

**Chair Bill Evans**

**Public Comment on Closed Session Item:**

**Evans**

**Adjourn to Closed Session:**

**Evans**

**Closed Session Items:**

1. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION  
Pursuant to Government Code section 54956.9(d)(1)  
Name of Case: San Diegans for Open Government v. City of San Diego and All Persons Interested in the Matter of the Renewal of the San Diego Tourism Marketing District - San Diego County Superior Court No.37-2012-00088065-CU-MC-CTL

**Adjourn to Open Session:**

**Evans**

**Closed Session Report:**

**Lambeth**

---

**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 24 hours prior to a special 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 Brian Hughes at (619) 209-6108 at least 12 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.



**BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION AGENDA  
THE LODGE AT TORREY PINES – ROOM: ROOM: ALFRED MITCHELL (public)  
& EVERETT JACKSON III (closed session)  
11480 N Torrey Pines Road, La Jolla, CA 92037  
Friday, August 26, 2016  
11:00 a.m.**

---

**Call to Order / Introductions:**

**Chair Bill Evans**

**Public Comment:**

**Evans**

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

**Information Item(s):**

- 1) Update on progress regarding the use of the carryforward/litigation reserve for the new district and its impact on available funds. **Batten**
- 2) Service Provider RFP Advisory **Hughes**

**Action Items:**

**Evans**

1. **Approval of Minutes**  
May 2, 2016 and June 20, 2016 meeting minutes will be reviewed, discussed and considered for approval.
2. **FY17 Budget**  
Part I (July 2016-October 2016) under the current district plan format and FY17 - Part II (November 2016 - June 2017) under the new district plan will be reviewed, discussed and considered for approval.
3. **Stadium / Convention Center Expansion Study Phase II Work**  
A proposal from HVS for post-release work will be reviewed, discussed and considered for approval.
4. **AD HOC Advertising ROI & Master Plan Committee**  
Consider creating AD HOC Advertising ROI & Master Plan Committee:
  - To study current Tourism Authority's ad agency of record to ensure maximum value and ROI, and
  - Community Outreach planning for the 20-Year Master PlanDiscuss and consider for creation and appointment of members.
5. **FY17 Election of Officers**  
Chair, Vice-Chair, Treasurer, Secretary nominations, discussion & election.
6. **Amgen Tour of California**  
Funding request will be received, reviewed, discussed and considered for approval.
7. **Master Games**  
Funding request will be received, reviewed, discussed and considered for approval.
8. **Extreme Sailing Series**  
Funding request will be received, reviewed, discussed and considered for approval.

**Adjournment of Board Meeting:**

**Evans**

---

**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 24 hours prior to a special 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 Brian Hughes at (619) 209-6108 at least 12 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.