



Special Board of Directors Meeting

Monday, April 14, 2025

8:00 a.m.

Omni La Costa Resort & Spa, Meeting Room: Gardenia
2100 Costa Del Mar Rd., Carlsbad, CA 92009

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

Trends Affecting DMOs & Destinations
Board Dynamics/Model Board Practices
Board Responsibilities Regarding Brown Act
Visit Carlsbad Organization Overview
Strategic Plan Draft Review

Young Strategies, Inc.
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Action Items

1. Adjournment

Stripe

Future meeting date: April 24, 2025, July 24, 2025, October 16, 2025

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 and 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 Tina Burke at (760) 248-8478 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 as a general description



and staff recommendations; however, the Board of Directors may take action other than what is recommended.