Board of Directors Meeting

Friday, July 24, 2026
11:30 a.m.
Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

1. Welcome & Call to Order **Stripe**

2. Self-Introductions **Stripe**

3. Public Comment **Stripe**
Members of the public are welcome to make comments on items on the agenda and not on the agenda.

4. Informational Items

4.1 CEO Report: April – June 2026 **Sidoriak**

4.2 Destination Management Presentation **Sidoriak**

4.3 Financial Update **Sidoriak**

4.4 CEO Bonus Update **Stripe**

5. Action Items

5.1 Approval of April 24, 2026 Meeting Minutes **Stripe**
Board members will review and consider for approval the minutes of a prior meeting.

5.2 Approval of June 1, 2026 Meeting Minutes **Stripe**
Board members will review and consider for approval the minutes of the prior meeting.

5.3 Approval to Re-engage Gursey | Schneider for Fiscal Year 2026 Audit **Sidoriak**
Board members will discuss and consider re-engaging Gursey | Schneider to perform the audit for the fiscal year ended June 30, 2026.

6. Adjournment **Stripe**

Future meeting dates: October 23, 2026

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.

Board of Directors Meeting Minutes

Meeting Details
Date: April 24, 2026
Time: 2:00 p.m.
Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees
Quorum confirmed with the following five members in attendance in person:

Board Members
Tim Stripe, Chair
Craig Martin, Secretary/Treasurer
Randal Chapin, Member
Chad Eding, Member
Thomas Lee, Member

Other Attendees
Kim Sidoriak, President & CEO, Visit Carlsbad
Tina Burke, Director of Finance & Administration, Visit Carlsbad

Absences
Kurt Stocks, Vice Chair
Geoffrey Parkford, Member

Call to Order
Meeting called to order by Chair Stripe at 2:00 p.m.

Self-Introductions
Self-introductions were omitted as all in attendance knew each other.

Public Comment
Chair Stripe called for public comments; there was none.

Informational Items
Sidoriak presented highlights of the quarterly (January – March 2026) CEO report and financial information for the nine months ended March 31, 2026 which were provided to the board in advance of the meeting.

Sidoriak then presented the Easy Board platform to gauge board interest in adopting. The board was enthusiastic to implement the platform.

Action Items

1. **Approval of January 22, 2026 Meeting Minutes**
   Chair Stripe presented the January 22, 2026 board meeting minutes for approval.

   Motion to approve the January 22, 2026 board meeting minutes was made by Martin; seconded by Eding.

   Vote:
   In favor: Chapin, Eding, Lee, Martin
   Abstain: Stripe

   Motion passed.

2. **Approval of March 2, 2026 Meeting Minutes**
   Chair Stripe presented the March 2, 2026 board meeting minutes for approval.

   Motion to approve the March 2, 2026 board meeting minutes was made by Chapin; seconded by Martin.

   Vote: All in favor.

   Motion passed.

3. **Approval of Group Incentive Program Offer**
   Chair Stripe opened discussion on approval of the Group Incentive Program offer for fiscal year 2027.

   Motion to approve the Group Incentive Program offer for fiscal year 2027 was made by Lee; seconded by Martin.

   Vote: All in favor.

   Motion passed.

4. **Approval of Fiscal Year 2027 Budget**
   Sidoriak presented the fiscal year 2027 budget. She explained that after further research the budget for the Group Incentive Program should be reduced to $550,000.

   Motion to approve the fiscal year 2027 budget with a reduced budget of $550,000 for the Group Incentive Program was made by Chapin; seconded by Lee.

   Vote: All in favor.

Motion passed.

5. **Approval of 2026-2027 Annual Report**
   Sidoriak presented the Carlsbad Tourism Business Improvement District 2026/2027 Annual Report to be submitted to the City of Carlsbad. The report was prepared by Civitas Advisors.

   Motion to approve the 2026/2027 Annual Report was made by Chapin; seconded by Eding.

   Vote: All in favor.

   Motion passed.

6. **Adjournment**
   Chair Stripe called to adjourn the meeting at 2:51 p.m.

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Craig Martin, Secretary/Treasurer

VISIT CARLSBAD CA

Special Board of Directors Meeting Minutes

Meeting Details
Date: June 1, 2026
Time: 2:00 p.m.
Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees
Quorum confirmed with the following five members in attendance in person:

Board Members
Tim Stripe, Chair
Craig Martin, Secretary/Treasurer
Geoffrey Parkford, Member
Chad Eding, Member
Thomas Lee, Member

Other Attendees
Kim Sidoriak, President & CEO, Visit Carlsbad
Tina Burke, Director of Finance & Administration, Visit Carlsbad
Sharon Shahnazarian, Temporary Director, Endurance Events, National MS Society
Anuska Ullal, Board of Trustees for the National MS Society (Pacific South Coast Chapter)

Absences
Kurt Stocks, Vice Chair
Randal Chapin, Member

1. **Call to Order**
   Meeting called to order by Chair Stripe at 2:00 p.m.

2. **Self-Introductions**
   Self-introductions were made by all in attendance.

3. **Public Comment**
   Chair Stripe called for public comments.

   Anuska Ullal shared her story with MS and how important Visit Carlsbad's support is for the organization. Sharon Shahnazarian also expressed her appreciation for Visit Carlsbad's support of the Bike MS: Bay to Bay event.

4. **Informational Items**

4.1 Kim Sidoriak gave an update on the Carlsbad Tourism Business Improvement District renewal, including discussion related to the proposed renewal term and approach. Board feedback supported a straightforward renewal focused on extending the district terms with no significant structural changes.

5. **Action Items**

5.1 Grant Application – Carlsbad Marathon
Sidoriak presented a “Brand Positioning” grant application from In Motion for the Carlsbad Marathon for $50,000.

Motion to approve a “Brand Positioning” grant to In Motion for the Carlsbad Marathon for $20,000 was made by Parkford; seconded by Lee.

Vote: All in favor.

Motion passed.

5.2 Sponsorship Application – Bike MS
Sidoriak presented an event sponsorship application from the National Multiple Sclerosis Society for Bike MS: Bay to Bay 2026 for $25,000.

Motion to approve an event sponsorship to the National Multiple Sclerosis Society for Bike MS: Bay to Bay 2026 for $25,000 was made by Lee; seconded by Eding.

Vote: All in favor.

Motion passed.

5.3 Sponsorship Application – Omni La Costa Fireworks Show
Sidoriak presented an event sponsorship application from Omni La Costa Resort & Spa for a Fourth of July Fireworks Show for $25,000.

Motion to approve an event sponsorship to Omni La Costa Resort & Spa for a Fourth of July Fireworks Show for $10,000 was made by Lee; seconded by Parkford.

Vote:
Yes: Eding, Lee, Parkford, Stripe

Abstain: Martin

Motion passed.

5.4 Sponsorship Application – Park Hyatt Aviara Resort Fireworks Show
Sidoriak presented an event sponsorship application from Park Hyatt Aviara Resort for a Fourth of July Fireworks Show for $25,000.

Motion to approve an event sponsorship to Park Hyatt Aviara Resort for a Fourth of July Fireworks Show for $10,000 was made by Parkford; seconded by Lee.

Vote:
Yes: Lee, Martin, Parkford, Stripe
Abstain: Eding

Motion passed.

5.5 Approval of Ad Agency Contract
Sidoriak presented an ad agency contract with 62Above for a total of $2,316,000 for fiscal year 2027. Sidoriak stated an RFP process was completed with the RFP distributed to 18 agencies. Seven proposals were reviewed, three finalists were invited to deliver in-person presentations, and the Visit Carlsbad team selected 62Above to continue as the organization's agency of record.

Motion to approve the ad agency contract with 62Above was made by Eding; seconded by Lee.

Vote: All in favor.

Motion passed.

6. **Adjournment**
Chair Stripe called to adjourn the meeting at 2:49 p.m.

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Craig Martin, Secretary/Treasurer