



Special Board of Directors Meeting

Thursday, February 15, 2024

2:00 p.m.

Westin Carlsbad Resort & Spa; Meeting Room: Leucadia
5480 Grand Pacific Dr., Carlsbad 92008

Agenda

Welcome & Call to Order

Stirling

Self-Introductions

Stirling

Public Comment

Stirling

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

Informational Item

Prioritization of Visit Carlsbad Business Development Activities

Sidoriak

Board members will discuss and prioritize proposed customer targets and sales and marketing programs to drive group and leisure demand.

Action Item

1. Adjournment

Stirling

Future meeting date: April 25, 2024

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.