



AGENDA

Holiday Inn Oceanside Marina
February 15, 2018
10:00 a.m.- 12:00 p.m.

- I. Welcome/Introductions
- II. Consent Calendar
 - a. Minutes
 - b. Financials
- III. Strategic Planning
 - a. Guest Presenter: John Lambeth, Civitas
- IV. Liaison Reports
- V. Chairman's Report
 - a. Annual Tourism Summit set for May 16 at the Star Theatre
- VI. Executive Report
- VII. MISC/ Public Comment
- VIII. Events
 - a. OTC Meeting at Civic Center Library Rooms: February 27, 8:30 a.m.
 - b. Surf Soccer: February 20-21 and 24-25
 - c. Pan American Beach Handball Games: March 6-11
- IX. Next Board Meeting: Thursday, March 15, 2018

Vision Statement: Oceanside is Southern California's most desired beach destination.

The Mission of *Visit Oceanside* is to unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life for the City of Oceanside.