



**Santa Maria Valley Tourism Marketing District (SMV TMD)
Advisory Committee Agenda
December 1, 2022 • 12:00 – 2pm • Holiday Inn**

Advisory Committee:

Chair: Cherag Patel, Hampton Inn

Past Chair: Ryan Swack, Historic Santa Maria Inn

JP Patel, Fairfield and Candlewood Suites

Jerry Patel, Economy Inn

Ketan Panchal, Laura Lodge

Seth Foster, Holiday Inn

Chamber:

Emily Kitts, Board Liaison

Glenn Morris, President & CEO

Jennifer Harrison, Director VCB

Taz Dougherty, Tourism Coordinator

Cheryl Cuming, Administrator TMD

City Staff:

Mark van de Kamp, Public Information Manager

¹Brown Act Notice: Meetings of the Santa Maria Tourism Improvement District (SMTMD) Advisory Committee are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Committee welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Committee.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the Chamber of Commerce at least 48 hours in advance of the meeting.

- Welcome & Call to Order
- Public Comment *(for any item that is not on the agenda – please limit to 3 minutes)*
- Consent Calendar *(Routine items approved with one vote unless one or more items are pulled for separate consideration by a board member)*
 - Minutes
 - STR, TOT and Financials
- Presentation – Vernon Group Developers
- Business Items
 - DISCUSSION & ACTION ITEMS:
 - Nomination Committee Recommendation
 - Vice Chair confirmation
 - Events & Festivals Strategy – Matthew Landkamer, Whereabout
 - INFORMATION ITEMS:
 - KPS3: Campaign stats, creative, web and PR
- INFORMATION ITEM: Updates
 - Chairman’s Report
 - VB |TMD Director Report
 - Visitor Guide, Restaurant Month/Craft Cocktail contest, Entertainment/Expo Film Panel, Key Card promo
 - 2023 Meeting Schedule
 - Committee Member Reports *(Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)*
- Future Agenda Items
 - Strategic Pathways update: Strategic Direction project discussion
 - Economic Impact research
 - City of Santa Maria General Plan
 - Front Desk training program
- Adjourn

Next Meeting: Thursday, January 19, 2023 from 11am – 1pm

Future meetings: 3rd Thursday every other month from 11am – 1pm