



**Santa Maria Valley Tourism Marketing District (SMV TMD)**  
**Advisory Committee Agenda**  
 January 19, 2023 • 11:00a – 1pm • Radisson  
 Note: lunch will not be served

**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*

*Gilda Cordova, Radisson*

**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*

<sup>1</sup>**Brown 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 – SMV Economic Vitality: Where Tourism Fits, Chamber team
- Business Items
  - DISCUSSION & ACTION ITEMS:
    - Mid-year Financials
  - INFORMATION ITEMS:
    - KPS3: Mid- Year Marketing Report <https://kps3.zoom.us/j/3058016886>
- INFORMATION ITEM: Updates
  - Chairman’s Report
  - VB | TMD Director Report
    - Trolley Wrap Up Report
    - CalSAE
    - Restaurant Month & Craft Cocktail Contest
    - Upcoming:
      - a. IMM
      - b. LA Travel Show
  - Committee Member Reports *(Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)*
- Future Agenda Items
  - Excess Fund Deployment ideas
  - Strategic Integration into 23 | 24 Goal Setting
    - Events & Festivals Strategy next steps
  - Front Desk training program
- Adjourn

**Next Meeting:** Thursday, March 16, 2023 from 11am – 1pm

**Future meetings:** 3<sup>rd</sup> Thursday every other month from 11am – 1pm