



Santa Maria Valley Tourism Marketing District (SMV TMD)
Advisory Committee Agenda
 June 14, 2023 • 1:00p – 3pm • Holiday Inn
 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

¹**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
- Business Items
 - DISCUSSION & ACTION ITEMS:
 - FY 2023 | 2024 Budget
 - KPS3: 23 | 24 Marketing Plan
 - INFORMATION ITEMS:
 - Mid-week campaign survey and discussion
- INFORMATION ITEM: Updates
 - Chairman’s Report
 - VB and Chamber Economic Vitality Director Reports
 - Performing Arts/Conference Center study progress update
 - Reminder: Biz/Gov Roundtable June 29 4pm
 - Committee Member Reports *(Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)*
- Future Agenda Items
- Adjourn

Next Meeting: Discuss need from July / August meeting

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

September 21 or TBD

November 16

January 18, 2024