***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*

***Nathan Tausch,*** *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
* **Business Items**
  + INFORMATION ITEMS:
    - Mid-week promotion update
    - KPS3: 23 | 24 FY progress report, winter media focus, creative campaigns
  + DISCUSSION & ACTION ITEMS:
    - Allocation of the Reserves
    - Citywide Event Focus
* **INFORMATION ITEM: Updates**
  + Chairman’s Report
  + VB and Chamber Economic Vitality Director Reports
    - Airport
    - 2024 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**
  + Group Sales Efforts
  + Evaluation process
* **Adjourn**

**Next Meeting: January 18, 2024**

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

March 21, 2024