

**SAN DIEGO CONVENTION CENTER CORPORATION  
SALES & MARKETING COMMITTEE MEETING  
OF THE BOARD OF DIRECTORS**

**WEDNESDAY, SEPTEMBER 14, 2011 11:00 A.M.  
111 W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**AGENDA**

**1. Call to order – Bruce Goodwin**

**2. Comments from the audience**

This portion of the agenda provides an opportunity for members of the public to address the Board on items of interest within the jurisdiction of the Board that have not previously been before the Board. Pursuant to the Brown Act, no discussion or action shall be taken by the Board on items not posted on the agenda.

**3. Staff Updates**

**a) FY 2011 Production Highlights – FY 2012 Production Update**

**b) Expansion Booking Strategies and Goals**

**c) SDCCC Regional Market Reports**

**d) PCMA 2012**

**4. Approval of Proposed Minutes of June 8, 2011 Sales & Marketing Committee Meeting**

**5. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(2)]**

**6. Urgent non-agenda items (must meet the requirements of Government Code, Section 54954.2)**

**Adjournment**

This information is available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device ("ALD") for the meeting, please call Pat Evans at (619) 525-5131 at least five working days prior to the meeting to ensure availability.

In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting at the corporation's offices at 111 West Harbor Drive, San Diego, CA. Materials distributed to the board after the posting of this agenda also will be available. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com if you would like to pick up a copy of any material related to an item on this agenda.

Action items on this agenda may be consolidated for voting purposes into a single vote of the Board, to the extent they are routine or otherwise do not require further deliberation. A Board member may comment on an action item before it is voted upon as part of the consolidated vote; however, if a Board member wishes to discuss an action item, that item will not be included in the consolidated vote. If a member of the public wishes to comment upon an action item, they should so advise the Board chair at or before the public comment portion of the meeting, in which case that item will not be included in any consolidated vote.