



**SAN DIEGO UNIFIED PORT DISTRICT**  
**Marketing Advisory Committee**

**May 2, 2011**  
**Monday**  
**9 a.m.**  
**Training Room**

**Don L. Nay Port Administration Building**  
**3165 Pacific Highway**  
**San Diego, CA 92101**

- I. CALL TO ORDER – Committee Chair Louis Smith
- II. WELCOME
- III. COMMITTEE RECOMMENDATIONS FOR MARKETING SPONSORSHIP AND FEE FOR SERVICE PROGRAM
  - San Diego Armed Services YMCA (#20)
  - San Diego Bowl Game Association (#23)
  - World of Wine Events, LLC (#48)
  - San Diego Symphony (#36)
  - San Diego Fleet Week Foundation (#28)
  - San Diego Sportfishing Council (#33)
  - Sunroad Enterprises, Inc. (#45)
  - Competitor Group (#6)
  - Bon Temps Social Club (#3)
  - Grossmont Hospital Foundation (Sharp HospiceCare Regatta) (#12)
  - Chula Vista Nature Center (#5)
  - Sailing Events Association San Diego (#18)
- IV. COMMITTEE RECOMMENDATIONS FOR MARKETING SPONSORSHIP AND FEE FOR SERVICE – LESSONS LEARNED
- V. PUBLIC COMMENTS
- VI. ADJOURNMENT

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the San Diego Unified Port District to all or a majority of the Committee Members, including those records distributed less than 72 hours prior to that meeting, are available for public inspection at the Office of the District Clerk, 3165 Pacific Highway, San Diego, California during normal business hours.

NOTE: Agendas are available in alternative formats upon request. If you require assistance or auxiliary aids in order to participate at public meetings, please contact the Office of the District Clerk at 619-686-6206 within 24 hours of the meeting. Please note, if no quorum is achieved the meeting will be adjourned for lack of a quorum and rescheduled.