



**SAN DIEGO UNIFIED PORT DISTRICT**  
**Cruise Industry Advisory Committee**  
**Thursday, August 11, 2011**  
**8:30 a.m.**  
**Admin Training Room – 1<sup>st</sup> Floor**  
**Port Administration Building**

- I. CALL TO ORDER - Committee Chair Lou Smith
- II. WELCOME
- III. SELF-INTRODUCTIONS
- IV. STAFF REPORTS
  - Bermello Ajamil presentation on Draft Cruise Market Analysis – Luis Ajamil/Mark Ittel
  - Florida-Caribbean Cruise Association CEO/President Michele Paige – Update on Mexico Cruise Situation
  - Updates:
    - Marketing report and fall cruise schedule – Jackie Williams
    - America's Cup World Series – Rita Vandergaw
    - Mooring Dolphin – Rita Vandergaw
    - Discussion and Committee Recommendations on Cruise Stakeholder Workshop
- V. PUBLIC COMMENTS
- VII. NEXT SCHEDULED MEETING – October 13, 2011
- 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.