



## CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT

# Agenda

June 27, 2023, 1 p.m.  
Special Meeting

Council Chamber  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008

## Welcome to the Carlsbad Tourism Business Improvement District Advisory Board Meeting

We welcome your interest and involvement in the city's legislative process. This agenda includes information about topics coming before the CTBID Advisory Board and the action recommended. You can read about each topic in the reports, which are available on the city website. The staff liaison is also available to answer any questions you have about CTBID Advisory Board meeting procedures.

### How to watch

#### In Person



CTBID Advisory Board Meetings take place at City Hall, 1200 Carlsbad Village Drive

#### Online



Watch the livestream and replay past meetings on the city website, [carlsbadca.gov/residents/communication/city-tv-channel](https://carlsbadca.gov/residents/communication/city-tv-channel)

### How to participate

If you would like to provide comments to the CTBID Advisory Board, please:

- Fill out a speaker request form, located in the foyer.
- Submit the form to the Clerk before the item begins.
- When it's your turn, the Clerk will call your name and invite you to the podium.
- Speakers have three minutes, unless the presiding officer (usually the chair) changes that time.
- You may not give your time to another person, but groups can select a single speaker as long as three other members of your group are present. Group representatives have 10 minutes unless that time is changed by the presiding officer or the commission.
- **In writing:** Email your comments to [business@carlsbadca.gov](mailto:business@carlsbadca.gov). Please indicate the agenda item number in your email subject line. Emails received by 11 a.m. will be provided to the Carlsbad Tourism Business Improvement District Advisory Board prior to the start of the meeting. Other comments will be included with the meeting record. **Emailed comments will not be read out loud during the meeting.**

### Reasonable Accommodations

Reasonable Accommodations Persons with a disability may request an agenda packet in appropriate alternative formats as required by the Americans with Disabilities Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. Please contact the City Manager's Office at 442-339-2821 (voice), 711 (free relay service for TTY users), 760-720-9461 (fax) or [manager@carlsbadca.gov](mailto:manager@carlsbadca.gov) by noon on the Monday before the meeting to make arrangements. City staff will respond to requests by noon on Tuesday, the day of the meeting, and will seek to resolve requests before the start of the meeting in order to maximize accessibility.

**CALL TO ORDER:**

**ROLL CALL:**

**APPROVAL OF MINUTES:**

Minutes of the Regular Meeting held Jan. 11, 2023

Minutes of the Special Meeting held April 26, 2023

**ADVISORY BOARD COMMENTS & ANNOUNCEMENTS:**

**NEW BUSINESS:**

1. **AMENDMENT TO EXTEND AGREEMENT WITH VISIT CARLSBAD FOR TOURISM PROMOTION SERVICES** - Adoption of a resolution approving an amendment to extend the agreement with Visit Carlsbad for tourism promotion and visitor services. (Staff contact: Matt Sanford, Administrative Services Department)

**Recommendation:** Adopt the resolution.

2. **CTBID GRANT APPLICATIONS** – 1) Adoption of a resolution approving the grant application for In Motion, Inc. for the Carlsbad Marathon and allocating \$10,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and  
2) Adoption of a resolution approving the grant application for the Carlsbad Village Association for the Hearts of Carlsbad Program and allocating \$8,750 to fund the grant proposal, as recommended by the Visit Carlsbad Board. (Staff contact: Matt Sanford, Administrative Services Department)

**Recommendation:** Adopt the resolutions.

3. **CTBID ADVISORY BOARD MEETING CALENDAR** – Adopt a resolution approving the Carlsbad Tourism Business Improvement District Advisory Board’s meeting calendar for Fiscal Year 2023-2024. (Staff contact: Matt Sanford, Administrative Services Department)

**Recommendation:** Adopt the resolution.

**GENERAL COUNSEL COMMENT:**

**ADJOURNMENT:**