



Agenda

April 10, 2024

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

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. 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 by noon on the Tuesday before the meeting to make arrangements. City staff will respond to requests by noon on Wednesday, 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 Special Meeting held Nov. 1, 2023

PUBLIC COMMENT

ADVISORY BOARD COMMENTS & ANNOUNCEMENTS:

NEW BUSINESS:

1. UPDATE ON SERVICES RENDERED BY VISIT CARLSBAD – Receive a progress report from Visit Carlsbad on contract deliverables.

Recommendation: Receive the report.

2. DISESTABLISHMENT OF THE CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT – Adoption of a resolution recommending the City Council disestablish the Carlsbad Tourism Business Improvement District established in 2005 and repeal Carlsbad Municipal Code Chapter 3.37. (Staff contact: Matt Sanford, Innovation and Economic Development Department)

Recommendation: Adopt the resolution.

GENERAL COUNSEL COMMENT:

ADJOURNMENT: