

**SJC Visitors & Convention Bureau
Board of Directors Meeting
June 3, 2009**

Regular Meeting – 1:30 p.m. – Holiday Inn St. Augustine Beach – 860 A1A Beach Blvd.

AGENDA

1. CALL TO ORDER – Charles Cox

2. ROLL CALL – Dena Masters

3. INTRODUCTIONS – Charles Cox

4. APPROVAL OF MINUTES: April 1, 2009

5. TREASURER’S REPORT – Bob O’Neill

6. EXECUTIVE COMMITTEE REPORT – Charles Cox
 - Visitors & Convention Bureau Report – Charles Cox
 - Destination Master Plan Update – Irving Kass

7. VCB Staff Report
 - New Ad Campaign – Lori Driscoll
 - Visitor Profile – Brian London

8. INDUSTRY REPORTS:
 - City of St. Augustine – Commissioner Jones
 - County Commission – Ron Sanchez
 - St. Johns County Chamber – Robin Burchfield
 - Accommodations
 - Restaurants
 - Attractions

9. BOARD MEMBER COMMENTS

10. NEW OR OTHER BUSINESS