

**MINUTES OF THE SAUSALITO
HOSPITALITY BUSINESS DEVELOPMENT COMMITTEE MEETING**

THURSDAY, July 24, 2008

The 2009 initiatives we reviewed and the following assignments were made:

- \$5000 to go to Chamber for website – Committee would like a report from Chamber on website. Mike to contact Chamber.
- \$3000 in Cable TV advertising – Yoshi and Mark to work with Chamber .
- \$1000 for press releases to go to Chamber (Matching)
- \$2400 for Concierge event to go to Chamber (Matching)
- \$1000 for downtown Wireless– Mike to prepare a P.O. to encumber AT&T expenses
- \$600 for SF Visitors Bureau box – to be coordinated with Chamber.
- \$4500 for ATOC – Mike to request a budget transfer and request matching funds from Chamber.
- \$5000 for Ice House staffing – Mike to request a check.
- \$5000 for Tree Lighting - Sub Committee to be put together. Mike, Greg Christie, Mark, one member from the sustainability Committee, one member from the Parks and Recreation Committee, (Larry Mandrel?).

The “Postcards from Sausalito” video will be shown at the August meeting. Pending approval will request to be shown at the September 2, 2008 City Council Meeting. Mike will work with Chamber to make presentation at next Biz Ex Meeting. Will invite Mayor, Vice Mayor, Louise Ho, and Hospitality and Business Development Committee Members to attend showing.

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