



SPECIAL MEETING OF THE AD HOC MARKETING COMMITTEE

Wednesday, March 17, 2021 at 4:00 pm
Pasadena Convention Center
300 East Green Street, Pasadena, CA 91101

AGENDA

PCOC Marketing Committee

Joseph Titizian, Chair
Kim Ferreira
Paul Leclerc
Siamak Nassirpour

PCOC Staff

Michael Ross, CEO
Jeanne Goldschmidt, Executive Director
Christine Susa, Director of Marketing & Communications

PCOC Mission Statement

The mission of the Pasadena Center Operating company (PCOC) is to promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events and tourism by providing professionally managed facilities and first-class service.

Copies of this agenda and past agendas are posted at the Neighborhood Information Services at the Pasadena Central Library, Pasadena City Hall and available for download online at <https://www.visitpasadena.com/board-agendas/>.

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, THE FOLLOWING MEETING WILL TAKE PLACE SOLELY BY TELECONFERENCE/VIDEOCONFERENCE



PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, THE FOLLOWING MEETING WILL TAKE PLACE SOLELY BY TELECONFERENCE/VIDEOCONFERENCE.

PCOC Ad Hoc Marketing Committee
Wednesday, March 17, 2021 4:00 PM - 5:00 PM (PDT)

TO ACCESS THE MEETING:

To join the meeting from your computer, tablet or smartphone, click:
<https://zoom.us/j/92908175409?pwd=ZjBHSmF0YVdreDBocENjRCs3T1hUdz09>

New to Zoom? Get the app now and be ready when your first meeting starts:
<https://zoom.us/client/latest/ZoomInstaller.exe>

or

To join the meeting from your phone call: +1 (669) 900 6833
Meeting ID: 929 0817 5409
Passcode: 750974

MEMBERS OF THE PUBLIC MAY PARTICIPATE ELECTRONICALLY IN THE OPEN SESSION PORTION OF THE MEETING AS FOLLOWS

1. BY SUBMITTING PUBLIC COMMENT OF ANY LENGTH TO publiccomment@pasadenacenter.com UP TO TWO HOURS PRIOR TO THE START OF THE MEETING. PLEASE BE AWARE THAT, WHILE THESE COMMENTS WILL BE PROVIDED TO THE MEMBERS OF THE BODY AND WILL BECOME PART OF THE MEETING RECORD, THEY WILL NOT BE READ ALOUD.
2. DURING THE MEETING, MEMBERS OF THE PUBLIC MAY SUBMIT UP TO 200 WORDS REGARDING ITEMS ON THE AGENDA TO publiccomment@pasadenacenter.com • *IF YOU WANT YOUR COMMENTS TO BE READ ALOUD DURING THE MEETING, INDICATE SO AT THE TOP OF YOUR EMAIL.* IF YOU SUBMIT MORE THAN ONE EMAIL, ONLY THE FIRST ONE RECEIVED WILL BE READ ALOUD. THE PCOC RESERVES THE RIGHT TO SUMMARIZE COMMENTS IF NECESSARY, FOR THE ORDERLY AND TIMELY FLOW OF THE MEETING. ALL COMMENTS IN THEIR ENTIRETY WILL BECOME PART OF THE MEETING RECORD.

IF YOU NEED A REASONABLE MODIFICATION OR ACCOMMODATION PURSUANT TO THE AMERICANS WITH DISABILITIES ACT BECAUSE YOU ARE UNABLE TO PARTICIPATE ELECTRONICALLY AS SET FORTH ABOVE, PLEASE CONTACT THE PCOC AT LEAST 24 HRS IN ADVANCE AT publiccomment@pasadenacenter.com



SPECIAL MEETING OF THE AD HOC MARKETING COMMITTEE

Wednesday, March 17, 2021 at 4:00 pm

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN
NEWSOM ON MARCH 17, 2020, THE FOLLOWING MEETING WILL TAKE PLACE
SOLELY BY TELECONFERENCE/VIDEOCONFERENCE

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Public Comments/Announcements (Limited to Items on Agenda):** Any member of the public wishing to address this body may do so at this time. The President/Chair reserves the right to place a time limit on each presentation. A maximum of three minutes allowed per speaker.
- IV. **Review the FY22 Tourism Recovery Plan – Jeanne Goldschmidt, Christine Susa**
- V. **Adjournment**

A handwritten signature in black ink, appearing to read "Joseph Titizian", written over a horizontal line.

Joseph Titizian, Marketing Chair, Board of Directors

I HEREBY CERTIFY that this Agenda, in its entirety, posted on the City of Pasadena rotunda area bulletin board at 100 N. Garfield Ave., and a copy distributed to the Central Library for posting this 15thnd day of March 2021 by 3:00 p.m.

A handwritten signature in blue ink, appearing to read "Margie Christ", written over a horizontal line.

Margie Christ, Recording Secretary