

**AGENDA**  
CENTRAL VISTA BUSINESS  
IMPROVEMENT DISTRICT  
(CVBID) ADVISORY BOARD



**BOARD MEMBERS**  
Lisa Deju, Chair  
Ralph Lizarraga, Vice Chair  
Anthony (TJ) Crossman  
Hans Haas  
Traci Lawson  
Dave Lowen  
DeeDee Timmons

**REGULAR MEETING**  
**MONDAY, APRIL 15, 2019 AT 9:00am**  
**CITY OF VISTA CIVIC CENTER**  
**200 CIVIC CENTER DR. VISTA, CA 92084 – VISTA ROOM**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **APPROVAL OF THE AGENDA\***
5. **APPROVAL OF THE MINUTES\***
  - a. April 2, 2019 – Special Meeting
6. **OLD BUSINESS**
  - a. None
7. **NEW BUSINESS**
  - a. Discuss marketing activities for remainder of fiscal year
  - b. Review and approve RFP for Downtown Vista website administrator\*
8. **PUBLIC COMMENT**
9. **REPORTS AND COMMENTS**
  - a. Board Members
  - b. City Liaisons – Kevin Ham and Jennifer Schoeneck
10. **ADJOURNMENT**

\*ACTION ITEM

No student credit is given for attending this meeting.

**CERTIFICATION**

I, Jennifer Schoeneck, certify that the foregoing agenda was posted on or before April 10, 2019, outside the City Clerk's office, 200 Civic Center Drive, Vista, CA 92084 and on the City of Vista website, [www.cityofvista.com](http://www.cityofvista.com).

Jennifer Schoeneck

City of Vista, Economic Development Specialist  
Central Vista Business Improvement District Administrator