



BOARD OF DIRECTORS

Chairman Bob Campbell
Sam Abed
Carl Hilliard
Bill Horn
Chris Orlando
Mark Packard
Dave Roberts
Jerome Stocks
Jim Wood

Matthew Tucker, Executive Director
C. Michael Cowett, General Counsel

AGENDA

EXECUTIVE COMMITTEE

Chairman Bob Campbell, Vice-Chair Chris Orlando
Dave Roberts, Vice Chair of the Performance, Administration and Finance Committee
Jerome Stocks, Chair of the Marketing, Service Planning and Business Development Committee
Staff Committee Liaison: Executive Director Matthew Tucker

Thursday, June 3, 2010 – 8:00 a.m.

Closed Session Room

810 Mission Avenue, Oceanside, California

1. Call to Order
2. Changes to the Agenda
3. Draft FY 2011 Marketing Plan
Staff and Southwest Strategies, Inc. will present revisions of the draft Marketing Plan resulting from Committee comments at the last meeting, and solicit input from the Committee regarding promotions and related ridership/revenue enhancement strategies.
4. Business Development, Corporate Partnerships and Community Relations Strategy Update
Staff will provide an update on business development progress and a brief review of community relations activities over the past six months.
5. Business Plan
Staff will receive Committee feedback related to the Business Plan that was distributed to the Board at the May 20 Board meeting.
6. Legislative Update
Staff will provide an oral report on current legislative issues that may be of interest to the Committee.

7. Discuss Regional Issues
 - LOSSAN Update
 - SANDAG Update
8. Draft Board Agenda for June 17, 2010 Board Meeting
9. Future Board Agendas (Master Board Agenda)
10. Other Matters
11. Public Comment
12. Next Meeting: 8:00 a.m. Thursday, **July 8, 2010**, 810 Mission Avenue, Oceanside, CA
13. Adjournment

Staff may have updated and/or supplemental items that will be distributed at this meeting.

For individuals with disabilities, we will provide assistive services. To obtain such services or copies of documents in an alternate format, please call or write, a minimum of 72 hours prior to the event, to request these needed reasonable modifications. We will make every attempt to accommodate requests that do not give 72- hour notice. Please contact our Clerk of the Board at (760) 967-2808.

Persons with hearing impairment please use the California Relay Service (CRS): 800-735-2929 using TTY; 800-735-2922 using voice; 800-735-0373 for CRS Customer Service; 800-855-3000 for Spanish.

Any writings or documents provided to a majority of the members of the NCTD Board of Directors regarding any item on this agenda will be made available for public inspection in the department of the Clerk of the Board located at 810 Mission Avenue, Oceanside, CA 92054, during normal business hours.

June 3, 2010

TO: North County Transit District Board Members
FROM: Clerk of the Board
SUBJECT: POSTING OF BOARD AGENDA

In Compliance with the Ralph M. Brown Act, As Amended, the following information is provided.

The Agenda for this meeting of the Executive Committee was posted as follows:

Meeting Date and Time:	June 3, 2010; 8:00 am
Posted At:	810 Mission Avenue, Oceanside, CA
Date & Time of Posting:	May 28, 2010; 5:00 p.m.
Posted By:	Clerk of the Board