



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

MARKETING, SERVICE PLANNING AND BUSINESS DEVELOPMENT COMMITTEE

Chairman Jerome Stocks, City of Encinitas
Vice Chair Carl Hilliard, City of Del Mar
Bill Horn, County of San Diego
Jim Wood, City of Oceanside

Staff Committee Liaison: Julie Austin

Tuesday, March 2, 2010 – 1:00 p.m.
Closed Session Room
810 Mission Avenue, Oceanside, California

1. Call to Order
2. Changes to the Agenda
3. Proposed Policy Guidelines for Advertising Sales and Display, Transit Station Merchandising and Concessions (Attachments 3A and 3B – Michael Mason, Manager of Business Development)

Staff will summarize changes made to the Draft Policy Guidelines for Advertising Sales and Display, Transit Station Merchandising and Concessions in response to input received at the January Marketing, Service Planning and Business Development Committee meeting. Discussion at the last Committee meeting included suggestions for clarification of naming rights processes and approval and the importance of promoting local entertainment destinations.

4. Safety Presentation (Wayne Penn, Manager of Rail Safety)

Staff will present an overview of the District's rail safety management and compliance program, including the System Safety Program Plan, Rail Safety Audit process and safety committees. We will also review the results from a recent internal safety audit and CPUC oversight audit for the SPRINTER.

5. Other Matters
6. Public Comment
7. Next Meeting: May 4, 2010, 1:00 pm, 810 Mission Avenue, Oceanside, CA
8. Adjournment

Staff may have new 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.

March 2, 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 Marketing, Service Plan and Business Development Committee was posted as follows:

Meeting Date and Time:	March 2, 2010; 1:00 p.m.
Posted At:	810 Mission Avenue, Oceanside, CA
Date & Time of Posting:	February 26, 2010; 5:00 p.m.
Posted By:	Clerk of the Board