



**SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Shell Room  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday, January 15, 2010  
9:00 am to 12:30 p.m.**

**MINUTES**

**Roll Call**

C. Terry Brown, Chairman, called the meeting to order at 9:00 a.m.

Board members present: Terry Brown, Mohsen Khaleghi, Kerri Robinson, Bill Evans, Patrick Duffy, Ray Warren, Richard Bartell, Luis Barrios, and Bob Rauch.

Board members absent: None.

Also in attendance: Lorin Stewart, Executive Director, Jere Batten, Batten Accountancy Inc., and John Lambeth, legal counsel.

John Lambeth read the opening announcement regarding public comment and communications between Board members and applicants.

**PUBLIC COMMENT:**

There was no public comment.

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**ACTION ITEMS:**

1. There were no changes to the Minutes from the SDTMD Board of Directors meeting of December 17, 2009. A motion was made by Mohsen Khaleghi to approve the minutes. There was a second from Patrick Duffy. Yes 9, No 0, Abstain 0.
5. **FY 2010 – 2011: SD Brewers Guild: Beer Week: Scope of Work and Budget:** SDTMD invested \$22,320 in a first-year event. First Year was a success; the group achieved millions of media impressions. The group is now requesting \$50,000 for 2010. It is estimated that this year's event will result in 2,500 room nights at an ADR of \$123.62. The return on investment would be 6:1. Bill Evans stated he appreciated the comment that the TMD "jump started" the Beer Week event. Bob Rauch asked about patrons drinking and not eating. Food is provided free with a guest paying for admission. Richard Bartell asked about the return on investment reporting from web activities. Ray Warren stated efficient tracking of the return on investment is important. Kerri Robinson asked about other sources of funding. Beer Week has many volunteers and the San Diego Brewers Guild is putting in money.
6. **FY 2010 – 2011: Century Club: Scope of Work and Budget:** Bill Evans disclosed material financial interest and recused himself. John Lambeth provided information on material financial interest. Chairman Brown

asked for a draft policy as it relates to material financial interest. The Century Club is a golf tournament at Torrey Pines golf course. Tom Wilson presented the proposal. The attendance for this event is estimated at 140,000 – 160,000 people with 19,000 – 25,000 additional room nights. The group is requesting \$250,000. \$3,075,000 is the projected room night revenue. The return on investment is projected to be 2.3:1. Richard Bartell asked if the TMD funding were not granted, would the group spend the marketing dollars anyways. Mr. Wilson responded that they would. Terry Brown asked about the loss of the major sponsor. It is anticipated that there will be a new title sponsor in 2011. Kerri Robinson asked about the title sponsorship amounts. Luis Barrios asked about Tiger Woods' absence. Patrick Duffy asked about dates in 2011.

3. **FY 2010 – 2011: MCCSN Multicultural Fam Tour: Scope of Work and Budget:**  
The Multicultural Fam tour received \$88,200 from the SDTMD in 2009. Clara Carter thanked the SDTMD Board for its 2009 investment in a successful 2009 Fam Tour. Ms. Carter stated that they are on track to book 13,000 room nights; so far they have booked 1,522 with 1,300 pending. The tour is working on booking another 10,000 room nights. The request is for \$105,600 in 2010. The goal is to book 13,500 room nights, resulting in an estimated \$1.7 million in revenue for hotels. Ray Warren asked about room nights booked versus the room night goal for 2009. Mr. Warren also asked how many meeting planners attended the last tour. Eight meeting planners attended the last tour. Mr. Warren asked how many meeting planners attend in 2010. 20 meeting planners attended in 2010. Chairman Brown asked about outreach numbers. Bob Rauch and Mohsen Khaleghi asked about how many planners attended the Fam Tour. Bill Evans asked about Convis' efforts to attract Multicultural conferences. Mr. Evans asked about cost per person for other Fam trips. Joe Terzi stated that Convis does multi-cultural marketing but that Convis is not a specialty marketing organization. Big Bay Fam trip costs about \$30,000 and about 20 people attend. Mr. Terzi stated we need to look at costs for trip specifically and costs for people to administer trip. Mr. Rauch stated that the depth of this market is larger and that he is pleased that the MCCSN is working on these events. Carol from the Convention Center stated that it takes a long time to see the total return from these efforts. Richard Bartell asked about the cooperation between MCCSN and Convis. Mr. Evans asked about commissions that are received. Mr. Khaleghi asked about the method for giving credit to organizations for specific events. Chairman Brown stated that this is an issue that the SDTMD is working on. Mr. Evans asked about La Cumbre. Mr. Terzi stated Convis has committed \$120,000 to La Cumbre. Kerri Verbeke Kapich stated there are 1,200 buyers that come to San Diego as part of La Cumbre. Mr. Terzi stated that the good work MCCSN does is very different than Convis' efforts. Mr. Barrios asked about MCCSN budget numbers. Chairman Brown asked about setting a specific date and the impact on attendance.
2. **FY 2011: SD Bay Wine and Food Festival: Proposed Scope of Work and Budget:**  
Ray Warren indicated he has a direct financial involvement in this item and recused himself. Last year was the 6<sup>th</sup> annual event and was a tremendous success. Michelle thanked the TMD Board for its previous support and played video of the 2009 event. Michelle discussed the partnerships between the hotels and the event as an effort to book additional room nights. The request is for \$75,000 for out of market advertising. Bill Evans asked about room nights in 2009. The event had 1,283 track able room nights compared to 256 track able

room nights in 2008. 30.4% of the attendees are from out of town. Mr. Evans asked about how many years the event may need funding. Mr. Evans stated that it was a great event and that there were clearly more room nights. Bob Rauch stated he attended and that it was a great event with more room nights than when it started. Michelle said they are working on improving tracking of room nights in 2010. Mr. Rauch suggested using surveys.

**INFORMATIONAL ITEMS:**

Chairman Brown stated that the audit and Executive Committee meeting will be on January 27<sup>th</sup>. The auditors will be meeting with Convis and San Diego North. It will be open to the public. The time is 11 a.m. – 12:30 p.m.

The next TMD meeting is January 29<sup>th</sup>. The meeting set for February 19<sup>th</sup> will be moved to February 12<sup>th</sup>.

**CONSENT:**

7. None

8. Motion to Adjourn

The meeting was adjourned by Chairman Brown without objection at 11:05 a.m.

Approved \_\_\_\_\_  
Luis Barrios, Secretary

Date \_\_\_\_\_