

**SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Bahia Resort Hotel: Marina Room
998 West Mission Bay Drive, San Diego, CA 92109
Friday, December 3, 2010
9:00 am to 12:30 p.m.**

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 9:06a.m.

Board members present: Terry Brown, Bill Evans, Bob Rauch, Richard Bartell, Kerri Robinson, Mohsen Khaleghi, and Ray Warren. Patrick Duffy arrived at 9.25a.m.

Board members absent: Luis Barrios

Also in attendance: Lorin Stewart, Executive Director and John Lambeth, legal counsel.

John Lambeth reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. Mr. Lambeth stated that Board members are discouraged from speaking with applicants and must disclose any communication they have had with an applicant. Mr. Lambeth also informed the Board of the rules associated with recusal.

ACTION ITEMS:

- 1. Approval of Minutes
A motion was made by Richard Bartell to approve the minutes. There was a second from Ray Warren. Yes 7, No 0, Abstain 0.**
- 2. FY 2010 Application Presentation: San Diego Bowl Game Association
Bruce Binkowski gave an update on current bowl game activities. Poinsettia Bowl will be SDSU vs. US Naval Academy. SDSU is focused on bringing in alumni from outside SD.**

Holiday Bowl - could be Arizona, Washington or Notre Dame. Missouri, Oklahoma or Nebraska will be part of Holiday Bowl.

**Generation room nights at a slow time – week before and after Christmas
Average: 48,784 room nights per year
Funding request is for \$450,000
47,000 room nights projected
11.49:1 ROI**

Duffy joined meeting

Bruce reported on the significant media exposure including ESPNTV, ESPN Radio and USA Network.

Evans asked how much city gives.

Bruce said city gives no money. The port gives \$150,000. County gives \$45,000.

Brown asked whether the requested is for \$400,000 or \$450,000. Bruce said \$450,000.

Bartell asked about the ROI analysis.

Bruce talked about how ROI related specifically to the teams playing.

Evans asked about SDSU.

Steve Cushman said that US Naval Academy draws significant numbers of visitors. He also detailed all of the efforts of SDSU to bring people from outside SD.

Raunch asked about information available after the event about how many room nights were generated by SDSU.

Steve said that there has been a focus on getting teams that produce room nights.

Evans suggested that the Board should figure out a way to use disclosure for more effective marketing purposes. Raunch agreed.

Mohsen asked about reduction of room nights. Bruce talked about the relationship between the teams playing and room night generation.

Steve said the room nights vary from year to year based on teams playing.

- 3. FY 2012 Application Presentation: San Diego Maritime Museum
Museum has 11 vessels including the Star of India. The current application is for a unique exhibition.**

Warren asked about cost for bringing exhibition. There is cost for curator but no funds for the exhibition. Warren asked about marketing.

Warren asked about room night generation in Cleveland and Fort Worth.

Estimates are that 30% of visitors are from out of town and that half of this would stay in TMD hotels.

Robinson asked about visitor projections.

Bartell stated that the TMD must focus on room night production. He asked about the expenditure of marketing funds.

All TMD marketing funds would be spent to draw people from outside the area.

Evans asked whether the event will happen without TMD funds. Yes

Evans thanked the group for making the Maritime Museum much more exciting than it was before.

Warren said it would be helpful to have the details of the market and a plan. Bartell asked for room night data from other cities that have had the exhibition.

4. **FY 2012 Application Presentation: San Diego Crew Classic**
Thanked the SDTMD for prior support of the SD Crew Classic. Because of the TMD's help, attendance is up.

Expecting about 4,000 participants and significant media exposure including ESPN and live streaming of the regatta on the web.

Registration is up 19% compared to last year. 50 new teams have registered that were not here last year.

Crew Classic has hired Gravitare Sports Marketing (GSM) to increase exposure.

Pat from GSM described about the intensive marketing programs being planned for the Crew Classic.

Bartell asked about the audited ROI for the event.

Stewart said it was 10.4:1 for 2009. 2010 is projected at approximately 5:1.

Brown asked about moving toward becoming more self-sustaining.

5. **FY 2012 Application Presentation: California State Games**
Sandi state that they anticipate about 12,000 athletes in 24 sports.

Estimated 21,600 room nights. Hotel room blocks are exclusively for TMD hotels.

Sandi reported that they aggressively market to recruit athletes from other states and cities.

Winter games has an estimated 3300 room nights in February.

Total estimated room nights is 24,100

Requested amount of funding is \$100,000
ROI: 24.8:1

Raunch asked about room nights already booked. He said that this event creates great compression.

6. **FY 2012 Application Presentation: Thunderboats Unlimited/San Diego Bayfair**
Brown indicated that Thunderboats asked to present to the TMD at a later time.

Stewart said that they are scheduled to come back on January 21, 2011.

Evans suggested that Thunderboats look at hiring a sports marketing firm.

Informational Items

1. Next meeting: January 21, 2011
2. **FY 2010 Annual Report Update**
Marlee presented the electronic annual report for the SDTMD.

Evans asked about who is reading the electronic report. Stewart stated that the TMD is required to produce an annual report.

3. City Budget and Finance meeting update

Brown reported on the success at the committee meeting. He said the committee unanimously supports the budget. He also reported that the Council members urged the TMD to begin renewal immediately.

Brown reported that there was a meeting with the Mayor and City Attorney regarding renewal.

Lambeth reported on renewal and Prop 26. The Board discussed renewal options.

Motion to Adjourn

The meeting was adjourned by Chairman Brown without objection at 11:08a.m.

Approved _____ Date _____
Luis Barrios, Secretary