



**BOARD OF DIRECTORS MEETING**  
**Bahia Resort Hotel: DEL MAR ROOM**  
998 West Mission Bay Drive, San Diego CA 92109  
Friday, September 16, 2011  
**9:00 A.M.**

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**Call to Order / Introductions:**

**Chairman C.Terry Brown**

**Public Comment:**

Public comment for ALL items on or not otherwise on the Agenda

**Brown**

**Informational Items:**

**01) TMD Renewal Progress:** Lambeth

**Brown**

**Action Items:**

**Brown**

**01) Approval of Minutes:**

July 15, 2011 SDTMD board meeting minutes will be reviewed, discussed and considered for approval.

**02) SDTMD Executive Summary:**

Follow up from the July 15, 2011 board action regarding the Executive Summary will be discussed and next steps will be directed.

**03) SDTMD Annual Meeting and Annual Report Items:**

2011 Annual Meeting / Report directions, including district renewal components, to be discussed and considered for approval.

**04) FY 2011 Single Line Item Revision: Competitor Group Budget:**

Proposed Competitor Group recoding of a portion of their original "Marketing-Collateral" budget into "Marketing-Advertising" will be reviewed, discussed and considered for approval. Their total FY11 Marketing Budget amount will remain the same.

**05) FY 2012 Single Line Item Revision: Maritime Museum of San Diego Budget:**

Proposed *Maritime Museum of San Diego* recoding of a portion of their original "Marketing-Public Relations" budget into "Marketing-Advertising" will be reviewed, discussed and considered for approval. Their total FY12 Marketing Budget amount will remain the same.

**06) FY 2012 Advance Request: SD Bay Wine & Food Festival:**

SDTMD Contract Section 5.2 allows contractors a 15% advance on approved funds. Formal request for this 15% advance was made by San Diego Bay Wine & Food Festival (\$11,250) and requires formal board approval to complete process.

**07) Balboa Park Celebration Corporation Request:**

The Balboa Park Celebration Corporation (BPCC) was awarded \$300,000 for the FY2012 year at the November 19, 2010 SDTMD board meeting. Their request for the TMD to enter into an interim FY12 contract with the BPCC's fiscal agent, the San Diego Foundation, will be presented and considered for approval.

**08) FY 2012 Final Budget: CONVIS Subcontract with SD Sports Commission:**

Final FY12 Budget amount of \$227,000 (revised from original \$200,000) of CONVIS / SDNCVB TMD funds to be subcontracted through the SD Sports Commission will be discussed and considered for approval.

**09) CONVIS Proposed Uses of FY2011 Carryover Funds:**

The CONVIS proposed uses of FY11 carryover funds for proposed FY12 advertising campaigns will be presented, reviewed and considered for approval.

## **Adjournment of Board Meeting:**

**Brown**

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Next Regular Board Meeting: October 21, 2011

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### **BROWN ACT:**

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

### **NOTICE TO PUBLIC:**

**You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.**