



**SAN DIEGO TOURISM PROMOTION CORPORATION  
BOARD OF DIRECTORS MEETING  
San Diego Convention Center Corporation, Board Room  
111 W Harbor Drive, San Diego CA 92101  
Thursday, September 18, 2008 10:00 a.m.**

**MINUTES**

**Roll Call**

C. Terry Brown, Chairman, called the meeting to order at 10:04 a.m.

Board members present: Terry Brown, Joe Terzi, Luis Barrios, Richard Bartell, Moshen Khaleghi and Bob Rauch.

Board members absent: Bill Evans, Ray Warren and Patrick Duffy.

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

**PUBLIC COMMENT:** Mike McDowell addressed the Board regarding a potential timeline for renewal.

John Lambeth reviewed the requirements in the Corporation Code, Contract with the City, Management District Plan, and Enabling Ordinance as it relates to conflict of interest and Board members.

**ACTION ITEMS:**

1. There were no changes to the Minutes from the SDTPC Board of Directors meeting of September 4, 2008. A motion was made by Joe Terzi to approve the minutes. There was a second by Luis Barrios. Yes 6, No 0, Abstain 0.
2. **FY 2009 Incremental Funding Request**  
**CONVIS: UK Market Development Phase 1 Revisited**  
The Board had a discussion regarding the UK Marketing program. Lorin Stewart gave the Board a background on ConVis' UK Market Development program. David Peckinpaugh gave a presentation from ConVis regarding the UK proposal. The UK is the number one market outside of Mexico and Canada. Zoom Airlines' bankruptcy will have small impact on San Diego. It was a "minor piece" of the overall proposal. The UK is a strong market – LA and San Francisco have done well in their marketing efforts. The State of California spends \$6.3 million on marketing in the UK; it is the largest international spending. ConVis proposed to do market research, public relations, advertising and client interaction. They will do research every six months. On average a UK visitor spends six nights in San Diego. Kerri Kapich detailed the UK programs, which would include: public relations campaign, promotional media campaign, client sales mission, web site development and market research. The State of California is projecting 2% growth statewide; ConVis is projecting 3%

growth for San Diego. Bob Rauch commented this makes sense to continue with \$350,000. A motion was made by Bob Rauch to continue funding the \$350,000 for UK outreach. There was a second from Joe Terzi. Moshen Khaleghi asked about the advisability of spending another \$80,000 for 10,000 room nights. Terry Brown stated he thought it was a good idea with California spending money. Yes 6, No 0, Abstain 0.

3. **FY 2009 Addendum to Annual Funding Contract:  
San Diego Bowl Game Association dba the Holiday Bowl**  
The Board discussed the application for the Holiday Bowl. Lorin Stewart provided background on applications. Eight organizations received six months of funding. This contract would be an addendum to the Fiscal Year 2009 contract and by October 24, 2008, application for Fiscal Year 2010 would be submitted. Currently the Holiday Bowl is applying for the rest of Fiscal Year 2009. Mr. Stewart then gave information on the scoring of applications and informed the Board that they would be scoring all eight applications. Bruce gave a presentation on the Pacific Life Holiday Bowl. The Bowl features the number two team from the Pac Ten division and the number 3 or 4 from the Big 12 division. The Bowl generates an estimated 30,771 room nights (six year average); an estimated 11.4% return on investment. Luis Barrios scored the application a 4. Joe Terzi scored the application a 4. Bob Rauch scored the application a 4. Moshen Khaleghi scored the application a 4. Terry Brown scored the application a 4. Richard Bartell scored the application a 4. The average score on the application is a 4. Joe Terzi congratulated the group on the application. The group thanked the Board for their support.

### **Informational Items:**

#### **Chairman's Report**

Chairman Brown indicated to the Board that they would not be discussing the Co-op/regional ads or the regional sales quotas due to the absence of Bill Evans. Brown informed the Board that the next Board Meeting would be held on October 16<sup>th</sup>, 2008.

Joe Terzi voiced concerns about how the Board is going to get funds spent. Terzi proposed that the Board should not wait for applications but rather force themselves to look forward and reach out. Terry Brown agreed and suggested that a Marketing Committee would be a good idea.

David Peckinpugh asked if the Board would like to see ConVis' projections about variable funding. Terry Brown told him the Board would. Bob Rauch asked about the amount of notice that should be given to applicants; 30 days versus one week. Cami Matteson stated that the Applications had only been out for about two weeks and many were only seeing the application now. Kerri said they would work on a five year forecast.

#### **Treasurer's Report**

Joe Terzi gave a report on the TMD collection and the estimated balance of funds for Fiscal Year 2009. The Projected income would be \$27,852,489. Terzi reported that they will continue to adjust income and expenses with time. Terzi explained that page 2 of the budget shows fixed allocations and page 3 shows incremental allocations. Terzi notified the Board that they should use the budget in review of requests and make sure that the documents are constantly updated.

**CONSENT:**

**5. None**

**6. Motion to Adjourn**

**The meeting was adjourned by Chairman Brown without objection at 11:45 p.m.**

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

**Date \_\_\_\_\_**