



**SAN DIEGO TOURISM MARKETING DISTRICT  
SPECIAL BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Del Mar Room  
998 West Mission Bay Drive, San Diego, CA92109  
Thursday, December 17, 2009  
9:00 am to 1:30 p.m.**

**MINUTES**

**Roll Call**

**C. Terry Brown, Chairman, called the meeting to order at 9:08 a.m.**

**Board members present: Terry Brown, Luis Barrios, Bill Evans, Richard Bartell, Mohsen Khaleghi, and Bob Rauch.**

**Board members absent: Kerri Robinson, Patrick Duffy and Ray Warren.**

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

**PUBLIC COMMENT:**

**He hHH**

**INFORMATIONAL ITEMS:**

**FY 2009 Performance Audit Results – Robert Redwitz reported that their task was to analyze the extent to which the return on investment calculations were consistent and to analyze how well the measurements identified incremental room nights. The auditor found that there was not a uniform standardized criteria for measuring return on investment.**

**For San Diego North, 12% of room nights were from group sales. 88% of room nights were for leisure travel based on a TNS study.**

**For Convis, 53% of room nights were based on definite booking notices. 46% of room nights were for leisure travel based on a TNS study. 1% of room nights were based on rooms booked through the Convis website via ARES.**

**Total return on investment numbers are Convis 10.19:1 and San Diego North 13.30:1**

**Bill Evans asked about the TNS study for San Diego North. Mr. Evans expressed concerns about how the return on investment is measured. He also expressed concerns about San Diego North's return on investment for sales at 4.39 compared to Convis' return on investment of 22.18. Mr. Evans asked why the website return on investment for San Diego North is so much higher than the website return on investment for Convis. Joe Terzi reported that Convis measures its website return on investment differently than San Diego North.**

Bob Rauch stated that San Diego North and Convis are very different organizations. Chairman Brown asked about San Diego North's sales projections for FY 2010. Mr. Brown also asked about marketing and website linkage. Mr. Evans asked about direct tracking through the internet. Cami Mattson reported that there is not a way to directly track the internet bookings – it's a formula. Ms. Mattson reported that San Diego North's methodology was developed by WACVB and used by many other CVB's. Mr. Brown asked about San Diego North's sales numbers. Mr. Brown reported that based on his experience the sales booking numbers seem very low. Ms. Mattson said that San Diego North is very different in that their venues are smaller, and therefore each booking is smaller. Mohsen Khaleghi stated that we need to develop a uniform methodology for measuring return on investment. Mr. Khaleghi also stated TMD should not continue to fund without a standard measurement. Mr. Bartell stated that TMD needs a uniform methodology for measuring return on investment. Luis Barrios asked about the discrepancy in the Convis revenue of \$1.6 million from web and San Diego North revenue of \$30.2 million from web. Ms. Mattson stated that marketing and website should be put together. Mr. Terzi stated that Convis analyzes return on investment from website only based on direct bookings. If Convis analyzed using the same methodology as San Diego North they might show as much as \$300 million in revenue.

**ACTION ITEMS:**

1. **There were no changes to the Minutes from the SDTMD Board of Directors meeting of November 20, 2009. A motion was made by Bob Rauch to approve the minutes. There was a second from Luis Barrios. Yes 6, No 0, Abstain 0.**
  
2. **San Diego North CVB FY 2009 Carryover Funds for Proposed FY 2010 Marketing Initiatives:**  
A motion was made by Bob Rauch to approve the use of carryover funds for the proposed FY 2010 marketing initiatives. A second was made by Richard Bartell. Bill Evans indicated he could not support the item. Yes 3 (Brown, Bartell, and Rauch), No 3 (Khaleghi, Evans, and Barrios), Abstain 0.  
  
This item will be agenzized for the January 29, 2010 board meeting after the audit committee reviews audits and metrics results with TNS directly.
  
3. **SDTMD Board Meeting Dates for the Remainder of FY 2010**  
A motion was made by Chairman Brown to accept the meeting schedule for FY 2010. A second was made by Luis Barrios. Mohsen Khaleghi indicated he prefers Thursdays. Bob Rauch stated that he prefers Thursdays. Luis Barrios stated he prefers Fridays. Yes 6, No 0, Abstain 0.
  
4. **Marketing Advisory Committee (MAC) Recommendation Discussion and Consideration:**  
The Marketing Advisory Committee recommends that the Sports Commission review and comment on all sports related proposals. Bill Evans indicated that the marketing committee suggested that the sports commission review and make recommendations regarding sports oriented TMD applications. Luis Barrios indicated that he believes there may be a conflict for the Sports Commission to conduct the review because it is a recipient of TMD funds. Bob Rauch disclosed

that he met with Al Kidd. Al Kidd said he would perform review if the TMD Board asked him to do it. Richard Bartell asked Mr. Evans if the committee considered the potential conflict. Mr. Evans stated the committee believed the additional information from the sports commission would be helpful. Al and his organization has expertise that could assist the TMD Board. Mr. Rauch stated we should seek Al's opinion but not have a formal review. Mr. Bartell asked Mr. Kidd if he wants to be in a position to say "yes" or "no" to applications. Mr. Kidd stated that they would not say "yes" or "no," but would be willing to continue to offer observations and information when asked as he has in the past. A motion was made by Bill Evans to have the Sports Commission review all sports oriented events excluding major legacy sports events. A second was made by Luis Barrios. No 3 (Brown, Bartell, and Rauch), Yes 3 (Evans, Barrios, and Khaleghi), Abstain 0.

5. **FY 2011: San Diego Film Commission: Proposed Scope of Work and Budget:** Kathy from the Film Commission thanked the TMD Board for their previous support. The amount requested for FY 2011 is \$655,200; the projected return on investment 4.35:1. The Commission reviewed all of the films and television shows and other activities that the film commission is involved in. Bill Evans asked about the history of the commission and why the city is not funding these activities. Mr. Evans also asked about print activities.
6. **FY 2010 -2011: San Diego Sports Commission: Scope of Work and Budget** Alan Kidd gave an overview of all of the Sports Commissions programs. The Sports Commission request is for \$473, 854. The projected return on investment is 6:1.
7. **FY 2010 – 2011: San Diego Bowl Game Association: Scope of Work and Budget:** San Diego Bowl Game Association gave an overview of prior programs and return on investment. The request is for \$500,000 with a projected return on investment of 11:1. Bill Evans asked for the total \$9 million budget. Mr. Evans asked if the Bowl Games could continue without TMD funding.
8. **FY 2010 – 2011: California State Games: Scope of Work and Budget:** California State Games gave a presentation on the prior games. The current request is for \$100,000. The projected return on investment is 22:1. The group indicated that they have added two sports to the games – BMX and Karate.
9. **FY 2010 – 2011: San Diego Crew Classic: Scope of Work and Budget:** San Diego Crew Classic gave a presentation on the Crew Classic results from last year. The Current request is for \$150,000. The projected return on investment is 5:1.
10. **FY 2010 – 2011: Accessible San Diego: Scope of Work and Budget:** Terry Brown and Richard Bartell disclosed that they met with Wes from Accessible San Diego and discussed that Accessible San Diego would not be a sales organization. Wes gave an overview of Accessible San Diego's activities. Their request is for \$94,500. The projected return on investment is 5.21:1. Bill Evans asked why Accessible San Diego is not part of Convis.

CONSENT:

5. None

**6. Motion to Adjourn**

The meeting was adjourned by Chairman Brown without objection at 12:05 p.m.

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

Date \_\_\_\_\_