

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel, Del Mar Room  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday, March 16, 2012  
9:07 a.m. to 10:48 a.m.

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 9:07 a.m.

Board members present: Terry Brown, Bob Rauch, Keri Robinson, Luis Barrios, Patrick Duffy, Bill Evans, Mohsen Khaleghi and John Schafer.

Board members absent: Richard Bartell.

Also in attendance: Lorin Stewart, Executive Directors; Jere Batten, Batten Accountancy; John Lambeth, Civitas Advisors.

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 applications and must disclose any communications they have had with an applicant. Mr. Lambeth also informed the Board of the rules associated with recusal.

PUBLIC COMMENT

Kevin Swanson, Balboa Park 2015 Festival

Mr. Swanson spoke about the Balboa Park celebration.

Martha, Crew Classic

They are in the final planning stages of the Crew Classic. Board members have been invited to come to the event. The advertising is working well. Bill Evans asked how the TMD funds were spent. Martha explained the marketing activities and announced the teams that will be participating.

Joe Terzi, ConVis

Joe Terzi notified the Board that they secured the direct Tokyo flight. The BA flight is outperforming projections. South Koreans got visa waivers. Their travel was up 40% after the visa waiver was approved. He said ConVis may be coming back for approximately \$250,000 to help promote the international opportunities. Bill Evans asked about the opportunities for travelers from China.

ACTION ITEMS

1. Approval of Minutes: A motion was made by Luis Barrios to approve the minutes. There was a second from Bill Evans. Yes 9, No 0, Abstain 0.
2. Initiate FY 2013 Board Election Process: John Lambeth reviewed the election procedures and timelines. The directors whose terms expire this year are Luis Barrios, Bill Evans and Keri Robinson. Bill Evans motioned to conduct outreach to all members by mail and email; there was a second from Bob Rauch. Yes 9, No 0, Abstain 0.

Terry Brown moved to appoint Richard Bartell, Mohsen Khaleghi and Terry Brown to serve as the nominating committee. There was a second by Patrick Duffy. Yes 9, No 0, Abstain 0.

Convention Center: Terry Brown said an urgent item came up. John Lambeth explained the rules related to taking action on items not on the agenda. Bill Evans publicly identified the item and gave background on the Convention Center issue. Terry Brown moved to make the following findings: 1) There is a need to take immediate action and 2) the need for action came to the attention of the Board subsequent to the agenda being posted. There was a second from Luis Barrios. Yes 9, No 0, Abstain 0.

John Shafer asked about capping the exposure to the TMD. Bill Evans said the estimates were very conservative and that the TMD is under very little risk. John Lambeth suggested that a contingency be added to the letter. 1) That the new district plan authorizes the expenditure and 2) the district is renewed. There was a motion to approve the letter with the additions by Bill Evans and a second by Patrick Duffy. Yes 9, No 0, Abstain 0.

3. Performance Audits: Lorin Stewart gave a summary of the performance audits. There was a motion by Terry Brown to approve the audits; there was a second by Patrick Duffy. Yes 9, No 0, Abstain 0.

4. SD ConVis Budget Clarification: Lorin Stewart provided background and detailed each of the expenditures. He said there was a procedure to allow the City to reimburse ConVis. Luis Barrios moved to adopt the committee's recommendations; there was a second by John Shafer. Yes 9, No 0, Abstain 0.

Revised budget. Rick from ConVis explained the reallocation for ConVis and SD North. There was a motion to approve by Mohsen Khaleghi and a second by Luis Barrios. Yes 9, No 0, Abstain 0.

5. FY 2013 Applicants' Revised Budgets: ConVis/SD North – Rick explained reallocation. There was a motion to approve by Luis Barrios and a second by Patrick Duffy. Yes 9, No 0, Abstain 0.

San Diego Sports Commission – Lorin Stewart explained the proposed budget revision. There was a motion to approve by Patrick Duffy and a second by Luis Barrios. Yes 9, No 0, Abstain 0.

Art Inc. - Lorin Stewart explained the proposed budget revision. There was a motion to approve by Mohsen Khaleghi and a second by Luis Barrios. Yes 9, No 0, Abstain 0.

Spirits Festival - Lorin Stewart explained the proposed budget revision. There was a motion to approve by Luis Barrios and a second by Mohsen Khaleghi. Yes 9, No 0, Abstain 0.

Crew Classic - Lorin Stewart explained the proposed budget revision. There was a motion to approve by Terry Brown and a second by Luis Barrios. Yes 9, No 0, Abstain 0.

Bill Evans suggested that there should be some analysis of the geographic distribution of room nights produced with TMD funds. The marketing committee will discuss this issue.

6. FY 2012 SDTMD Budget: Jere Batten reviewed the budget projections. Bill Evans asked about details of the City's administration costs charged to the TMD. Bob Rauch agreed that the TMD should have detail. Bob Rauch moved to approve the budget projects; there was a second by Luis Barrios. Yes 9, No 0, Abstain 0.

The next meeting is in May. The meeting was adjourned by Chairman Brown without objection at 10:13 a.m.

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

Date \_\_\_\_\_