

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, December 14, 2012  
9:00 a.m.

MINUTES

Call to Order / Introductions:

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

Board members present: Terry Brown, Bob Rauch, Luis Barrios, John Schafer, Patrick Duffy, Bill Evans, and Richard Bartell.

Board members absent: Keri Robinson, and Mohsen Khalegi.

Also in attendance: Lorin Stewart, Executive Director; 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 talked about the need for a brand for the City of San Diego.

INFORMATIONAL ITEMS

1. TMD Renewal Progress: Lambeth gave a brief presentation on the renewal status.

ACTION ITEMS

1. Approval of Minutes: A motion was made by Bob Rauch to approve the minutes. There was a second from Richard Bartell. Yes 7, No 0, Abstain 0.
2. SDTMD FY 2013 Cash Flow Analysis: Doug Clevinger (Redwitz) stated they were engaged to audit the financial statements for year ending June 30, 2012. They issued an unqualified opinion that all documents were in compliance. They also issued an opinion that the SDTMD is in compliance with the agreement with the City.

Terry Brown asked about how the audits have progressed over the years. Doug Clevinger said that all of the records were very clean. Jere Batten does an excellent job of developing and keeping the records.

Jere Batton stated there is a rollover of approximately \$1 million. She presented the cash flow projections for the new district for January through July.

John Schafer asked about transition from old district to new district. Jere Batten explained the transition.

Meredith said we need to be careful to make sure prior district money be spent to benefit prior assesses.

3. FY 2013 Budget Adjustments: SD NORTH / SD CONVIS: Richard Bartell reviewed the adjustments. Bill Evans asked about the rationale for the charges.

Bob Rauch moved for approval. There was a second by Patrick Duffy. There was unanimous approval. Yes 7, No 0, Abstain 0.

Terry Brown indicated that the adjustment for SD North would come to the Board at the next meeting.

4. SDTMD FY 2013 Meeting Schedule: Lorin Stewart reviewed the meeting schedule.

Bill Evans thanked all the Board members for their tireless efforts. He particularly wanted to thank Terry Brown for his leadership. Thank you to Chairman Brown.

Terry Brown thanked the Board and said how fortunate the TMD is to have Lorin Stewart as the Executive Director.

Bob Rauch said Chairman Terry Brown and Bill Evans deserve a lot of credit.

Richard Bartell said the Board has done a great job. He said the Board needs new members. Terry Brown agreed and suggested forming an ad hoc committee to discuss the issue.

Lorin Stewart thanked Meredith Dibden-Brown for all of her hard work.

The meeting was adjourned by Chairman Brown without objection at 9:51 a.m.

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

Date \_\_\_\_\_