

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Bahia Resort Hotel, Shell Room
998 West Mission Bay Drive, San Diego, CA 92109
Friday, January 4, 2013
9:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:04 a.m.

Board members present: C.Terry Brown, Bob Rauch, Luis Barrios, John Schafer, Keri Robinson, Patrick Duffy, and Richard Bartell.

Board members absent: Bill Evans, 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 spoke about the 2015 Balboa Park celebration.

INFORMATIONAL ITEMS

1. TMD Renewal Progress: John Lambeth reported on renewal, including Council approval on November 26, 2012. Terry Brown stated there would be a closed session meeting on January 23, 2013 at the Catamaran Hotel.
2. Updated SDTMD FY2013 Q4 Cash Flow Analysis: Lorin gave a report on the FY2013 Q4 cash flow. Bob Rauch asked about how much money is available.

ACTION ITEMS

1. Approval of Minutes: A motion was made by Luis Barrios to approve the minutes. There was a second from Bob Rauch. Yes 8, No 0, Abstain 0.
2. FY 2014 SDTMD Draft Application Guidelines: Lorin outlined the application process. He reviewed the application. There was a motion by Patrick Duffy to approve the application, and a second by Luis Barrios. Yes 8, No 0, Abstain 0.
3. FY 2013 Q4 San Diego Tourism Marketing District: Lorin gave a summary of the budget. A motion was made by Patrick Duffy to approve the budget, and a second by Richard Bartell. Yes 8, No 0, Abstain 0.

4. FY 2013 Q4 San Diego Tourism Authority (ConVis): Joe Terzi gave a summary of the revised budget. Rick Meza reviewed the revised San Diego North budget. A motion was made by Luis Barrios to approve the revisions to San Diego North, and a second by Terry Brown. Yes 8, No 0, Abstain 0.

Rick Meza reviewed changes to ConVis' budget for monies from the original district. A motion was made by Bob Rauch to approve the changes to ConVis' budget, and a second by Richard Bartell. Yes 8, No 0, Abstain 0.

Rick Meza reviewed changes to the ConVis budget for monies collected pursuant to the renewed district. Kerri Kapich reviewed the overall media flow chart.

The Board discussed the appropriate amount to be budgeted, given the City deadline for submitting a budget by January 7, 2013. John Lambeth advised that all dollars budgeted and approved be approved contingent upon the City's release of funds from the renewed District.

Bob Rauch moved to approve \$8.5M for ConVis, subject to City approval of release of monies from the renewed District. There was a second by Luis Barrios. Yes 8, No 0, Abstain 0.

5. FY 2013 Q4 San Diego Crew Classic: Sean Jenkins from Crew Classic thanked the Board for its support. This year there were 10% more boats than last. The Board has already approved \$117,000. Sean asked for a reimbursement of \$558.01 in monies that were spent in excess of the authorized amount. He also asked to reallocated funding from advertising to web and technology.

Richard Bartell moved to approved \$6,000 from advertising to web and technology. There was a second by John Schafer. Yes 8, No 0, Abstain 0.

6. FY 2013 Q4 San Diego Sports Commission: No action was taken.

7. FY 2013 Q4 Competitor Group – Rock & Roll Marathon: No action was taken.

The meeting was adjourned by Chairman Brown without objection at 10:50 a.m.

Approved _____
Luis Barrios, Secretary

Date _____