

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, June 7, 2013
11:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 11:11 a.m.

Board members present: Terry Brown, Richard Bartell, Bill Evans, John Schafer, Luis Barrios, and Keri Robinson.

Board members absent: Patrick Duffy, Mohsen Khaleghi, and Bob Rauch.

Also in attendance: John Lambeth, attorney; Lorin Stewart, Executive Director; and Jere Batten, Batten Accountancy.

INTRODUCTIONS

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

Lorin Stewart reviewed the status and timeline.

ACTION ITEMS

1) Approval of Minutes: Lorin Stewart reviewed the status and timeline. John Lambeth stated that minutes will be ready for the next board meeting. Mr. Schafer moved to continue approval of the minutes for the next meeting. There was a second by Mr. Barrios. Yes 6, No 0, Abstain 0.

2) FY14 SDTA Proposed Budget Allocation: Joe Terzi reviewed the SDTA budget projections. Bill Evans said the most important part of the SDTA budget is media buys. Mr. Bartell asked about the number of positions and salaries. Mr. Evans said the funds need to be spent on media. Mr. Schafer agreed but said everyone should be cautious with the funds. Mr. Barrios declared that a primary focus should be on ROI. Mr. Brown inquired about marketing positions. Mr. Terzi discussed the online marketing efforts SDTA has developed. Mr. Bartell said that the competitors to San Diego have been thriving at San Diego's expense. Mr. Bartell also said group sales have been steady and suggested that media is the most important category to fund. Mr. Bartell asked if a hotel signs a waiver in October, does that trigger a release of funds from that hotel dated back to July 1. Chairman Brown asked about salaries for staff related to public relations. Mr. Bartell asked about human resources staffing. A motion was made by Mr. Brown to approve the budget of \$21,015,000 with the understanding that the budget:

1. Does not include wage increases for SDTA staff; and
2. Has no bonuses paid other than for sales staff.

Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Brown moved that SDTA continue to develop revised budgets due to future uncertainties.
Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

The meeting was adjourned without objection at 12:48 p.m.

Approved _____
Luis Barrios, Secretary

Date _____