

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Town & Country Hotel: Royal Palm Salon 1&2
500 Hotel Circle, San Diego, CA 92108
Friday: January 24, 2014
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: Terry Brown, Thomas Voss, John Schafer, Bill Evans, Keri Robinson, Richard Bartell and Luis Barrios (arrived late).

Board members absent: Jody Blackinton and Patrick Duffy.

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

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 applicants 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

None.

ACTION ITEMS

1) Approval of Minutes: A motion was made by Mr. Schafer to approve the meeting minutes for December 13, 2013 with one correction to reflect that the meeting was held on a Friday. There was a second from Mr. Brown. Yes 6, No 0, Abstain 0.

Chairman Brown announced that items 5 and 6 would be pulled from the agenda today pursuant to discussions with Balboa Park Centennial, Inc. There was a motion to remove items 5 and 6 from the agenda by Chairman Brown. There was a second by Mr. Bartell. Yes 6, No 0, Abstain 0.

2) Initiate FY2015 Board of Directors Election Process: John Lambeth reviewed the director election process and timeline. Mr. Brown mentioned that an ad hoc committee was discussing efforts to encourage diversity on the Board. There was a motion to approve the process and timeline by Mr. Bartell. There was a second from Ms. Robinson. Yes 6, No 0, Abstain 0.

3) FY2015 SDTMD Corporation Application Review Schedule: Lorin Stewart reviewed the application schedule. Lorin noted that one application, from Stephen Pierce Foundation, was received late and will not be considered. There was a motion to approve the schedule by Mr. Brown. There was a second from Mr. Schafer. Yes 6, No 0, Abstain 0.

4) FY2015 Application Presentation: SD Tourism Authority: Joe Terzi gave background information on the application.

Luis Barrios arrived.

Joe Terzi showed a video of the press conference regarding the Farmer's event.

Bills Evans thanked Kerri Kapich for all of her work on the spot that appeared during the NFL playoff game. Kerri gave an overview of the 18-month marketing plan.

Dave Kersey talked about opportunities for additional spots. Kerri detailed the advertising strategic direction. Kerri discussed domestic programs and international market development. She talked about the sub-region marketing initiatives.

Margie Sitton discussed the sales efforts by SDTA and the positions that have been filled. She detailed the key sales initiatives for FY2015. She announced a new program, "San Diego Meeting Certified," that certifies lodging sales people throughout San Diego. She also discussed, "Meet San Diego," to introduce new planners to San Diego at in-market events.

Joe Terzi reviewed the SDTA budget. Rick Meza provided additional detail on the FY2014 and FY2015 budgets. Mr. Schafer asked about the technology budget. Mr. Evans asked about the marketing partnerships budget.

Mr. Evans said the zoo is planning its centennial. He asked about partnerships with the zoo. Kerri detailed the zoo's participation and discussed ideas for working with them in the future.

Joe Terzi discussed ROI. SDTA is projecting a 26.59:1 ROI on the proposed activities.

Mr. Brown asked that all congratulate Tom Voss on being named the #1 hotel in the US by Trip Advisor. They were also #11 in the world out of over 700,000 hotels.

The meeting was adjourned without objection at 10:17 a.m.

Approved _____
John Schafer, Secretary

Date _____