

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Mission Ballroom A  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday: February 14, 2014  
9:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:05 a.m.

Board members present: Terry Brown, Thomas Voss, Patrick Duffy, John Schafer, Bill Evans, Richard Bartell and Jody Blackington.

Board members absent: Luis Barrios and Keri Robinson.

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

Kevin Swanson played a short video promoting San Diego. Kevin talked about creating a brand for San Diego.

ACTION ITEMS

1) Approval of Minutes: John Lambeth proposed a change to reflect a discussion at the January 24, 2014 meeting. There was a motion to approve the minutes as amended by Mr. Schafer. There was a second by Mr. Voss. Yes 7, No 0, Abstain 0.

2) Bylaws Revision: John Lambeth reviewed the proposed changes to the bylaws regarding directors. There was a motion to approve the changes by Mr. Brown. There was a second from Mr. Bartell. Yes 7, No 0, Abstain 0.

3) Draft FY 2015 Call for Self-Nominations and Recommended Slate of Candidates: John Lambeth reviewed the call for self-nominations and the proposed slate of candidates. Mr. Duffy said he was not seeking another term and that he is proud of the activities of the TMD. Mr. Brown said that Patrick Duffy has been a great member of the Board.

Mr. Evans said that he wanted to make sure there was a broad cross-section of assessees that would be notified of the call for self-nominations. He requested that there be email, in addition to mail, as well as any other means available to reach out to assessees. There was a motion to approve the slate of candidates by Mr. Voss. There was a second from Mr. Brown. Yes 7, No 0, Abstain 0.

4) FY 2015 San Diego Tourism Authority (SDTA) Programs of Work Budget Detail: Mr. Evans reported that the TMD is proposing that sales activities focus on new sales. He said that SDTA is moving in the right direction.

Joe Terzi reported on SDTA's activities. He noted that Sea World has been a tremendous partner with SDTA. He reviewed the budget and stated that sub-regional marketing efforts are not included in the budget. Mr. Evans asked for further information regarding the sub-regional marketing.

5) FY 2015 Annual Application Presentation: SD Bowl Game Association: Bruce Binkowski presented an overview of the Bowl Games including the fact that the games have generated over 270,000 room nights since 2008. He mentioned that last year, without TMD funding, the games lost money. He explained the new strategy for creating additional room nights. He said the FY2015 request is for \$450,000 and is projecting 30,500 room nights. The projected ROI is 7.8:1. Mr. Evans asked about the cost of the incremental room nights. Mr. Evans thanked Bruce Binkowski for his presentation.

6) FY 2015 Annual Application Presentation: SD Crew Classic: Sean Jenkins presented an overview of the event. He explained how they have expanded their social media program and reviewed the extensive media exposure.

Chris Swan, a crew Olympic medalist, reviewed some of the improvements to the Regatta.

Mr. Evans asked about the size of the SD Crew Classic compared to other crew events. Chris said that it is the 2<sup>nd</sup> largest in the country, behind Boston, MA.

7) FY 2015 Annual Application Presentation: SD Sports Commission: Mike McDowell presented an overview of the sports commission. McDowell noted that there are 22 new events, in addition to the returning 30 events, for a total of 52 events. FY 2014 total room nights was 66,064 with no TMD investment. Mr. McDowell discussed a two part approach: (1) Focusing on hotel meetings and major events, and (2) Developing major event competitive bid packages. Mr. Bartell asked about the duration of the requested set aside. Evans asked about setting funds aside.

8) FY 2015 Annual Application Presentation: SD Bayfair – Thunderboats: Gregg Mansfield gave a presentation on SD Bayfair. He said it is the 50-year anniversary of the event. He estimated that the event has produced 37,000 room nights in the past three years. 2012 estimated lodging revenue of \$1.74 million. Request for FY 2015 is \$85,000. Estimated ROI is 22:1.

Mr. Bartell asked about the total budget. Gregg Mansfield said it is about \$750,000. Mr. Bartell also asked how much of the proposed funding would be spent locally versus outside of San Diego.

9) FY 2015 Annual Application Presentation: Competitor Group – Rock 'N' Roll Marathon: Bruce Walton presented. In 2012, there were 30,000 runners and 54,410 room nights. In 2013, there were 30,000 runners but only 39,000 room nights because of lack of TMD funding. Dana Allen reviewed the out-of-town marketing to bring in runners from other cities. Mr. Bartell asked about total funding and the return from the out-of-town marketing. Mr. Voss asked about the runner retention rate.

Request for FY 2015 is \$400,000. The estimated room night generation is 43,000. The projected ROI is 19:1.

10) FY 2015 Annual Application Presentation: SD Brewers Guild: Beer Week: Chris Cramer presented on the SD Beer Week for FY 2015. There are now 84 breweries in San Diego. In 2013, there were more than 600 events at San Diego Beer Week. Chris outlined the improvements to the 2014 event, including increasing mobile visits and hotel room stays. The request for FY 2015 is \$74,900. The funds are focused on advertising outside the city of San Diego. Mr. Bartell asked about the radio advertising. Projected TMD ROI is 9.3:1. This projection includes 4,870 room nights and \$699,000 in revenue. Mr. Evans asked about the Craft Brewers Conference. Mr. Bartell asked about the efficiency of radio advertising for \$10,000.

The meeting adjourned without objection at 11:25 AM.

Approved \_\_\_\_\_  
John Schafer, Secretary

Date \_\_\_\_\_