

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
Bahia Resort Hotel: Mission Ballroom E  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday: February 28, 2014  
9:30 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:45 a.m.

Board members present: Terry Brown, Thomas Voss, John Schafer, Bill Evans, and Keri Robinson.

Board members absent: Luis Barrios, Patrick Duffy, Richard Bartell and Jody Blackington.

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

INTRODUCTIONS

John Lambeth reported there were no disclosable actions from the closed session.

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

- 1) Heather and Michelle with San Diego Vacation Rental Alliance: Heather expressed support to amend the Transient Occupancy Tax (TOT) application to make it a permit. Many vacation rentals are not paying TOT. Changing the TOT to a permit would make short term owners and managers more accountable. Heather suggested a review of Coachella Valley's recent efforts. Mr. Evans suggested the TMD write a letter to the City encouraging enforcement of the TOT.
- 2) Kevin Swanson: Mr. Swanson talked about a centennial event being organized by the Horseless Carriage Club.
- 3) Kevin Swanson: Mr. Swanson talked about the Balboa Park Celebration. He mentioned that he has created a brand and a logo that could be used to raise money.

INFORMATIONAL ITEM

Chairman Brown reported that he talked to Ben Clay and Niki Clay, Chairs of the BPCI. Chairman Brown said they were not intending to come to the Board to request additional funds. Mr. Clay asked Chairman Brown if he would inform the Board of their desire for the TMD to reserve funds. Chairman Brown expressed concerns about reserving funds for BPCI.

Mr. Schafer said he thought it was unwise to hold money just for BPCI. He said if BPCI developed a valuable program in the future, TMD could use opportunity/catastrophe funds. Ms. Robinson asked about the amount of funds BPCI would like reserved.

#### ACTION ITEMS

1) Approval of Minutes: The February 14, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. There was a motion to approve the minutes by Mr. Schafer. There was a second by Mr. Voss. Yes 5, No 0, Abstain 0.

2) FY 2015 Annual Application Presentation: California State Games: Sandi Hill reported on the challenges in 2013. December 1<sup>st</sup> was the first time in twenty-five years that the California State Games has ended the year in the red. She reported on the FY 2015 events: State Games, Winter Games and the Table Tennis Tournament. The State Games drew approximately 13,000 room nights and the Winter Games drew approximately 2,600 room nights.

The requested TMD funding for FY 2015 is \$150,000 and is projecting 15,600 room nights. The projected ROI is 13.7:1.

Mr. Evans asked about the date of the event. Sandi said her dates change based on Comicon moving their dates. She said she would be willing to discuss moving dates—subject to the constraints by the sports.

3) FY 2015 Annual Application Presentation: Farmers Open: Peter Ripa reported that in 2013, they had over 107,000 attendees, with 28,325 room nights. Based on \$208,350 in funding, the ROI is 20:1. Mr. Schafer asked about prior funding. Peter Ripa reported that the TMD has not funded this event in the past, but that there is an opportunity to expand the event. Mr. Schafer asked about the average rate. Chairman Brown asked about the \$208,000 requested.

4) FY 2015 Annual Application Presentation: SD LGBT Pride: No one was present to make a presentation.

5) FY 2015 Annual Application Presentation: SD Spirits Festival: Alan and Liz Edwards presented the background on the festival. They discussed the sources of the festival and the marketing and media efforts.

The requested TMD funding for FY 2015 is \$60,000 and they are projecting 1,734 room nights. The projected ROI is 5.5:1.

Mr. Evans asked about the cost of each room night. Ms. Robinson asked about which hotels would receive room nights. Liz Edwards mentioned at least seven hotels that book guests for the event. Chairman Brown asked when the event will be self-sustaining. Liz Edwards said it would not need TMD funding in the next couple years.

6) FY 2015 Annual Application Presentation: La Jolla Playhouse: La Jolla Playhouse is one of the top five regional playhouses in the country. They are seeking funding from TMD for production of the Hunchback of Notre Dame and the Second City performance group. They talked about working with

Disney on the Hunchback of Notre Dame production. All TMD funds would be spent on marketing to cultural tourists. The average attendance at their regular performance is about twenty percent (20%) from outside of San Diego County.

The requested TMD funding for FY 2015 is \$25,293 and they are projecting 2,052 room nights. The projected ROI is 11.7:1.

Mr. Evans asked about City investment in the Playhouse productions. The investment is approximately \$300,000. Mr. Evans asked about a partnering with the Playhouse.

Chairman Brown adjourned the meeting without objection at 11:12 AM.

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

Date \_\_\_\_\_