

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
Catamaran Resort Hotel & Spa: Boardroom
3999 Mission Boulevard, San Diego, CA 92109
Friday, June 20, 2014
9:30 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:06 a.m.

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

Board members absent: John Schafer and Jody Blackington.

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

- 1) Kevin Swanson, San Diego 2015: Mr. Swanson discussed a video and San Diego 2015.

INFORMATION ITEMS

- 1) Update Information – San Diego Sports Commission: Mike McDowell talked about “filling the pipeline with hotel room nights.” He categorized room nights as definite, tentative, negotiating, prospective, and aspirational. The projected funding over a three year funding cycle would be \$205,000 with a 10:1 ROI.

Mr. Evans asked about the National State Games. He also asked about America’s Cup. Mr. Bartell asked about the Breeders Cup. McDowell discussed creating long term relationships with the events.

ACTION ITEMS

- 1) Approval of Minutes: The May 16, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. There was a motion to approve the minutes, by Mr. Barrios. There was a second by Mr. Bartell. Yes 6, No 0, Abstain 0.
- 2) SDTMD FY 2015 Officer Election: John Lambeth described the annual election of officers and opened the nominations for chair.

Mr. Evans nominated Terry Brown as chair. Mr. Voss seconded. There were no further nominations. There was a unanimous vote in favor of Terry Brown as chair. Yes 6, No 0, Abstain 0.

Mr. Evans nominated Richard Bartell as vice chair. Mr. Voss seconded. There were no further nominations. There was a unanimous vote in favor of Richard Bartell as vice chair. Yes 6, No 0, Abstain 0.

Mr. Barrios nominated Bill Evans as treasurer. Mr. Bartell seconded. There were no further nominations. There was a unanimous vote in favor of Bill Evans as treasurer. Yes 6, No 0, Abstain 0.

Ms. Robinson nominated John Schafer as secretary. Mr. Bartell seconded. There were no further nominations. There was a unanimous vote in favor of John Schafer as secretary. Yes 6, No 0, Abstain 0.

- 3) RFP Responses – “TMD Hotel Events ROI Analysis”, “CPA – Accounting Services”, “Communications”, “Audit Services”: Lorin Stewart described the procurement rules. Mr. Stewart stated that four RFPs were issued. He discussed the publication of the RFPs. He listed the responses to each of the RFPs.

Mr. Evans moved for the ROI analysis to be conducted by San Diego State University. Mr. Bartell seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

Mr. Barrios moved for the CPA accounting services to be provided by Batten Accounting. Ms. Robinson seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

Mr. Bartell moved for communications to be provided by MJE. Mr. Evans seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

Mr. Evans discussed additional outreach. Chairman Brown stated a desire to amend the bylaws to review vendors on a regular cycle.

Audit Services: Mark Tilton, partner with MGO, described their company and their services. Doug Clevenger described services that Redwitz has provided and talked about his firm. Mr. Evans asked about auditing results versus auditing process. David Martin, audit manager with VTD, discussed his firm and proposal.

Mr. Stewart explained that in the renewed district SDTMD will be contracting directly for the vendor performance audits.

Mr. Bartell said that all three firms are well qualified. He asked if the proposals were exclusively for the audit of the financial statements.

Chairman Brown moved approval of Redwitz providing audit services. Mr. Barrios seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

4) FY 2015 Budget Clarifications / Adjustments:

Mr. Stewart described the proposed clarifications. Mr. Barrios moved to approve the proposed clarifications. Mr. Bartell seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

5) Sub-Region Budget Update: Mr. Evans introduced the item. Kerri Kapich discussed the refinement of work. Margie Sitton discussed the specific sales strategies. Mr. Evans asked about measurements. Mr. Bartell asked about positions dedicated to this effort. Chairman Brown stated that this is an important effort and that it should not be reduced over time. Joe Terzi said SDTA will report back to the TMD on a quarterly basis and keep the Board apprised of the results. Mr. Evans asked about incremental room nights. Mr. Barrios moved in approval of the plan. Mr. Voss seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

6) SDTMD FY 2015 Regular Meeting Schedule: Mr. Stewart described the proposed schedule. Chairman Brown moved to approve the proposed schedule. Mr. Barrios seconded. There was a unanimous vote in favor. Yes 6, No 0, Abstain 0.

Chairman Brown adjourned the meeting without objection at 10:32 a.m.

Approved _____
John Schafer, Secretary

Date _____