



BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
CATAMARAN RESORT HOTEL & SPA: Rousseau (Center) Room
3999 Mission Boulevard, San Diego, CA 92109
Friday, September 19, 2014
9:00 a.m.

Call to Order / Introductions:

Chairman C.Terry Brown

Closed Session Items

1. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION
Pursuant to Government Code section 54956.9(d)(1)
Name of Case: San Diegans for Open Government v. City of San Diego and All Persons Interested in the Matter of the Renewal of the San Diego Tourism Marketing District - San Diego County Superior Court No.37-2012-00088065-CU-MC-CTL

Adjourn to Closed Session

Brown

Closed Session Report

Brown

Adjourn to Open Session

Brown

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



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3999 Mission Boulevard, San Diego, CA 92109
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9:45 a.m.

Call to Order / Introductions:

Chairman C.Terry Brown

Public Comment:

Public Comment for ALL items on or not otherwise on the Agenda

Brown

Consent Items:

- 1) **Tourism Economics TMD Research:**

Brown

Information Items:

- 1) **San Diego Tourism Authority – Update on Balboa Park film production and branding efforts:**

Action Items:

Brown

- 1) **Approval of Minutes:**

August 22, 2014 SDTMD meeting minutes will be reviewed, discussed and considered for approval.

- 2) **SDTMD Corporation – Clerical Budget Line Item Revisions:**

- 3) **SDTMD Corporation - Request for Proposal (RFP) – Destination Master Plan:**

As detailed in the 2012 San Diego Tourism Marketing District Management Plan and approved in the FY2015 SDTMD Corporation Budget (Category A1.6), the SDTMD Corporation will commission a third-party consulting firm to develop a multi-year tourism master plan providing a roadmap to maintain and enhance San Diego's lodging industry's competitive positioning relative to other desirable tourism destinations and to anticipate the future state of tourists' needs and tourist markets. An update of the current RFP process will be presented and ratification of the RFP will be considered for approval.

- 4) **SDTMD Corporation - Strategic Communication Plan Framework:**

This will be a presentation by MJE, SDTMD's communications contractor, of a proposed framework outline for a strategic communications plan for the SDTMD Corporation. The conceptual plan will be reviewed, discussed and considered for approval.

- 5) **FY2015 Incremental Request: San Diego Sports Commission - Support to Secure Upcoming Sporting Events:**

This will be a presentation by **SD Sports Commission** of their FY 2015 incremental requests to secure upcoming sporting events to support the production of TMD room nights. The organization's Scope of Work and Budget proposals will be reviewed, discussed and considered for approval for the following programs:

- o Gay Softball World Series
- o Elite Clubs (Soccer) U14-U23 National Champion Playoffs
- o Nike Premier Youth Soccer Showcase

- 6) **FY2015 Incremental Request: San Diego Tourism Authority – Religious Conference Management Association Convention (RCMA):**

This will be a presentation by the **SD Tourism Authority** of their FY 2015 incremental application request for sponsorship of the Religious Conference Management Association Conference (RCMA) which will support the production of TMD room nights primarily outside the downtown market. The organization's Scope of Work and Budget proposals will be reviewed, discussed and considered for approval.

Adjournment of Board Meeting:

Brown

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