

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
BAHIA Resort Hotel: DEL MAR ROOM
998 West Mission Bay Drive, San Diego CA 92109
Friday, January 30, 2015
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:02 a.m.

Board members present: Terry Brown, Bill Evans, Matt Greene, John Schafer, Luis Barrios, Jody Blackington and Thomas Voss.

Board member absent: Keri Robinson and Richard Bartell.

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

Chairman Brown announced that the Board will be discussing item 1 on the closed session agenda.

Chairman Brown asked for public comment on the closed session item. There were no public comments.

Adjourned to closed session at 9:03 a.m.

Reconvened open session at 9:43 a.m.

John Lambeth reported that the Board took no reportable actions in closed session.

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

David Malmuth, partner with Discovery Point LLC, discussed their work with the Port on the Discovery Point project. They have support of Midway, SeaPort Village and others. It will be before the Port on February 10. John Reilly with SeaWorld expressed his support.

Mr. Evans suggested that the Port should not put projects on hold during their work on their Master Plan. He wished them the best of luck.

ACTION ITEMS

- 1) Approval of Minutes: John Lambeth asked that this item be continued to the next meeting. Mr. Evans moved to continue action item 1 to the next meeting. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain 0.

- 2) SDTMD Category A2 – FY 2015 Sub-Region Implementation & Communication Plan: Chairman Brown recused himself. Mr. Evans reported that the marketing committee met with SDTA and Jim Oddo. There was consensus that there was a need to pursue this project. Marketing Committee recommends contracting with Jim Oddo but for a shorter term. Mr. Greene moved to approve the contract. Mr. Schafer seconded the motion. Yes 6, No 0, Abstain 1 – Chairman Brown.
- 3) FY 2016 Annual Application Presentation: LGBT Pride: Steven Whitburn presented on the LGBT pride event. He talked about the previous successes, the attendance, the website, and other collateral materials. He stated that the TMD money would be used for targeting marketing in Los Angeles and San Francisco. LGBT Pride is requesting \$50,000 in TMD funds. They are projecting 9,577 room nights for a total ROI of 35:1. Mr. Evans asked about the incremental ROI. Steven said they would use customer surveys and a unique URL to help monitor results. Mr. Evans questioned the incremental room night projection. Chairman Brown noted that the date for the event is in the middle of summer. Steven said it would be difficult to move the event to a different date. Chairman Brown asked about the lowering of ticket prices and whether they were using TMD dollars to subsidize that effort. Steven responded no. Mr. Greene asked for further breakdown of the expenditures. Mr. Voss noted that the group asked for \$25,000 last year. Mr. Barrios asked about timing. Mr. Evans suggested “Pride in November”.
- 4) FY 2016 Annual Application Presentation: KOZ Events: Tobias Panek presented for KOZ Events. KOZ Events is an event company that specializes in sporting special events in San Diego. He discussed the variety of events that his company supports. He said that there was an opportunity for the “Silver Strand” event to get more visitors in from out of the region. KOZ Events is requesting \$45,000 to support direct marketing. KOZ Events is proposing to take content that is already developed and push it out to other markets. They are projecting an ROI of 13.6:1. Mr. Evans asked about spending TMD funds on an event located outside the boundaries. John Lambeth stated that the ultimate test is whether the proposal is an effective, efficient program for driving TMD room nights. He stated that funding events outside the City may cause problems.
- 5) FY 2016 Annual Application Presentation: CA Police Athletic Federation: Ms. Chalia with U.S. Police & Fire Championships and Ben Arthurbon presented. They have had more than 3200 athletes from 30 states attend the event. 86.5% of competitors come from outside the City. The CA Police Athletic Federation is requesting \$130,000 in TMD funds. They project \$1,683,361 in total revenue. Net incremental room nights would yield an ROI of 8.13:1. He said that U.S. Rowing will be having their annual conference in San Diego in 2016. Mr. Greene asked about the additional \$45,000 and the projection of room nights.

Lorin Stewart talked about the schedule for upcoming TMD meetings.

Chairman Brown adjourned the meeting without objection at 11:02 a.m.

Approved _____
John Schafer, Secretary

Date _____