



SPECIAL BOARD OF DIRECTORS MEETING
Bahia Resort Hotel: DEL MAR ROOM
998 West Mission Bay Drive, San Diego CA 92109
Friday: June 7, 2013
11:00 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

Information Item:

FY2014 City Review / Approval Timeline

Brown

Action Items:

Brown

01) Approval of Minutes:

May 31, 2013 SDTMD open meeting minutes will be reviewed, discussed and considered for approval.

02) FY2014 SDTA Proposed Budget Allocation Review:

FY2014 Proposed Budget Line Items from the San Diego Tourism Authority (previously known as ConVis) will be reviewed and discussed further. Any clarifications of TMD funding will be considered for approval.

Adjournment of Board Meeting:

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.

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Bahia Resort Hotel, Del Mar Room
998 West Mission Bay Drive, San Diego, CA 92109
Friday, June 7, 2013
11:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 11:11 a.m.

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

Board members absent: Patrick Duffy, Mohsen Khaleghi, and Bob Rauch.

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

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 applications 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

Lorin Stewart reviewed the status and timeline.

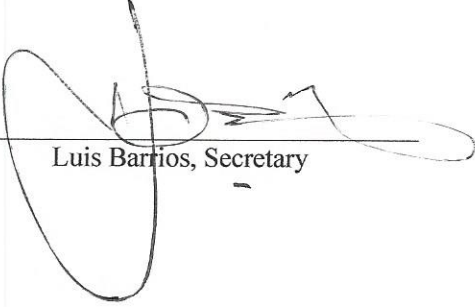
ACTION ITEMS

- 1) Approval of Minutes: Lorin Stewart reviewed the status and timeline. John Lambeth stated that minutes will be ready for the next board meeting. Mr. Schafer moved to continue approval of the minutes for the next meeting. There was a second by Mr. Barrios. Yes 6, No 0, Abstain 0.
- 2) FY14 SDTA Proposed Budget Allocation: Joe Terzi reviewed the SDTA budget projections. Bill Evans said the most important part of the SDTA budget is media buys. Mr. Bartell asked about the number of positions and salaries. Mr. Evans said the funds need to be spent on media. Mr. Schafer agreed but said everyone should be cautious with the funds. Mr. Barrios declared that a primary focus should be on ROI. Mr. Brown inquired about marketing positions. Mr. Terzi discussed the online marketing efforts SDTA has developed. Mr. Bartell said that the competitors to San Diego have been thriving at San Diego's expense. Mr. Bartell also said group sales have been steady and suggested that media is the most important category to fund. Mr. Bartell asked if a hotel signs a waiver in October, does that trigger a release of funds from that hotel dated back to July 1. Chairman Brown asked about salaries for staff related to public relations. Mr. Bartell asked about human resources staffing. A motion was made by Mr. Brown to approve the budget of \$21,015,000 with the understanding that the budget:
 1. Does not include wage increases for SDTA staff; and
 2. Has no bonuses paid other than for sales staff.Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Brown moved that SDTA continue to develop revised budgets due to future uncertainties.
Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

The meeting was adjourned without objection at 12:48 p.m.

Approved


Luis Barrios, Secretary

Date

July 2, 2013