

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Catamaran Resort Hotel & Spa: Boardroom
3999 Mission Boulevard, San Diego, CA 92109
Friday, July 17, 2015
9:00 a.m.

MINUTES

CALL TO ORDER:

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

Board members present: Terry Brown, Richard Bartell, Jody Blackinton, Bill Evans, Matt Greene, John Schafer, Coleen Cronin Anderson and John Gates.

Board member absent: Thomas Voss.

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.

CLOSED SESSION PUBLIC COMMENT:

There were no public comments.

CLOSED SESSION ITEMS:

Chairman Brown said the Board will be discussing the one item on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chairman Brown adjourned the meeting to closed session at 9:07 a.m.

ADJOURN TO OPEN SESSION:

Chairman Brown reconvened the meeting to open session at 10:27 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

- 1) Chairman Brown congratulated the new Board members Ms. Anderson and Mr. Gates on their election to the Board.

- 2) Kerri Kapich, from SDTA, reported that the branding effort for Balboa Park is going well. She discussed the five year plan promoting the Park as a cultural destination and visitor attraction.
- 3) Jodi Cilley, from the San Diego Film Awards, talked about the opportunity to create a San Diego Film Week leading up to the film awards.

INFORMATION ITEMS:

- 1) SDTA – Copa Airlines: Joe Terzi presented information about negotiations with Copa Airlines regarding service to South America. He said this would be about 32,000 passengers per year. Mr. Evans asked about Brazil as a growth market.

ACTION ITEMS:

- 1) Approval of Minutes: The June 19, 2015 SDTMD meeting minutes were reviewed and considered for approval. Mr. Schafer moved to approve the minutes. Mr. Evans seconded the motion. Yes 8, No 0, Abstain 0.
- 2) SDTMD FY 2016 Officer Election: Lorin Stewart said that Chairman Brown and Mr. Bartell have been great leaders of the SDTMD. Mr. Evans also recognized that Joe Terzi was an important leader of the initial SDTMD. Chairman Brown said Mr. Bartell has been an outstanding Vice Chair since the inception of the SDTMD.

Nominations: Chairman Brown nominated Mr. Evans as Chair. There were no further nominations and the nominations were closed. Mr. Bartell said Chairman Brown deserves a lot of credit for his leadership. He also mentioned that Chairman Brown has not missed one meeting since the creation of the SDTMD. Mr. Schafer said Chairman Brown has been a great leader of the organization. Mr. Evans said Chairman Brown has been a tremendous leader of the SDTMD and the hospitality industry in general. The Board unanimously voted in favor of Mr. Evans as the new Chairman. Yes 8, No 0, Abstain 0.

Mr. Bartell nominated Mr. Schafer as Vice Chair. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Mr. Schafer as the new Vice Chair. Yes 8, No 0, Abstain 0.

Mr. Schafer nominated Ms. Blackinton as Treasurer. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Ms. Blackinton as the new Treasurer. Yes 8, No 0, Abstain 0.

Mr. Evans nominated Mr. Greene as Secretary. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Mr. Greene as the new Secretary. Yes 8, No 0, Abstain 0.

- 3) SDTMD FY 2016 Regular Meeting Schedule: Lorin Stewart reviewed the proposed schedule of the Board's regular seven meetings. The next meeting is scheduled for September 18, 2015. Chairman Brown moved to approve the meeting schedule. Mr. Schafer seconded the motion.

Yes 8, No 0, Abstain 0.

- 4) FY 2016 SDTMD A1.6 Destination Master Plan Update: Mr. Schafer briefed the Board on all of the meetings and work associated with the Master Plan. He said that they are in Phase 1 and that they will be doing public outreach to gain public input.
- 5) FY 2015 Farmer's Open Line-Item Budget Revisions: Lorin Stewart gave general background on the FY 2015 allocation. Peter Ripa, from Farmer's, explained the change in the amount of \$4,000 for creative work. Mr. Green moved to approve the revision. Mr. Bartell seconded the motion. Yes 6, No 1-Gates, Abstain 1-Evans.
- 6) FY 2016 Supplemental Request: San Diego Tourism Authority – SD Sports Alliance: Mike McDowell talked about their partnership with Farmer's. He gave background on sports tourism in San Diego. He said in FY 2015 there will be over 232,000 sports tourism room nights. He talked about current events as well as the many future prospective events that they are working on.

Mr. Evans asked about this request in the context of the total SDTA budget. The Board discussed the best approach to consider sports funding requests. Mike McDowell presented requests for three events (2015, 2016, and 2017) for the New Suit Thanksgiving Challenge. Mr. Schafer moved to approve the \$30,000 for 2015 supplemental request. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.

Mr. Schafer moved to continue the 2016 and 2017 requests to the next SDTMD Board meeting. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0.

Mike McDowell requested \$11,000 for the Indi Hoops West Coast Invitational. Mr. Gates moved to approve the request. Mr. Schafer seconded the motion. Yes 8, No 0, Abstain 0.

Chairman Brown adjourned the meeting without objection at 11:26 a.m.

Approved _____
John Schafer, Secretary

Date _____