

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
The Westin San Diego Gaslamp Quarter: Harbor Room (A&B)
910 Broadway Circle, San Diego, CA 92101
Friday, January 8, 2016
9:00 a.m.

MINUTES

CALL TO ORDER:

Matt Greene, Vice-Chairman, called the meeting to order at 9:03 a.m.

Board members present: Terry Brown, Richard Bartell, Jody Blackinton, Matt Greene, Scott Hermes, Thomas Voss, Colleen Cronin Anderson and John Gates.

Board member absent: Bill Evans.

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:

None.

CLOSED SESSION ITEMS:

John Lambeth said the Board will be discussing the one item on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Vice-Chairman Greene adjourned the meeting to closed session at 9:04 a.m.

ADJOURN TO OPEN SESSION:

Vice-Chairman Greene reconvened the meeting to open session at 10:19 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The December 11, 2015 SDTMD meeting minutes were reviewed and considered for approval. Mr. Brown moved to approve the minutes. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0.
- 2) 2013-2014 SDTMD Audit: Ms. Blackinton gave a general summary of the audit. Meredith Dibden Brown, representing the City of San Diego, said that it was ok that the audit took longer than expected. Doug Clevenger with Redwitz explained the elements of the audit to the SDTMD Board of Directors. Ms. Blackinton moved to accept the audit. Mr. Hermes seconded the motion. Yes 8, No 0, Abstain 0.
- 3) FY 2016 Line-Item Budget Revisions: San Diego Tourism Authority: Joe Terzi gave initial background on the item. Rick Meza explained the line item revisions. Kerri Kapich presented information on the Sea World cooperative advertising. Joe Terzi said there may be other events that would lead to a future request to change the budget in the next 4-5 months. Ms. Anderson moved to approve the recommended budget adjustments. Mr. Gates seconded the motion. Yes 8, No 0, Abstain 0.
- 4) Initiate the FY 2017 SDTMD Board Election Process: John Lambeth gave the background on the Board election process.

Mr. Bartell moved to establish an Ad Hoc Nominating Committee of four or fewer Board members and to delegate to the Board Chair the authority to appoint the members of the committee. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

Mr. Hermes moved to set the criteria and procedures for self-nominations, open the call for self-nominations, set the date and time for closing the call for self-nominations, and establish and approve the procedure for the election. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

- 5) FY 2017 Annual Application Presentation: SD Brewers Guild: Beer Week: Chris Cramer, with the SD Brewers Guild, spoke about the success of San Diego Beer Week. He discussed their specific marketing activities to bring visitors in from out of town. Mr. Greene asked about the specific requests. Mr. Gates stated that the breweries are a great asset to tourism. Beer Week is requesting \$74,900 with a total projected ROI of 16.7:1.
- 6) FY 2017 Annual Application Presentation: California State Games: Sandi Hill, Executive Director, presented on the California State Games. The games are held at various locations throughout the City. She stated that the goal is to increase participation and increase hotel room nights. California State Games is requesting \$150,000 for a total projected ROI of 16:1. Mr.

Hermes asked about the National Games. Mr. Greene asked about ROI compared to 2009. Mr. Brown said the event fills hotel rooms throughout the City of San Diego.

- 7) FY 2017 Annual Application Presentation: SD Bayfair - Thunderboats: Gregg Mansfield (with Jim Kendrick) presented information on the history and success of the event. Gregg Mansfield said the request is for \$95,000 with a total projected ROI of 30.83:1. Gregg Mansfield said all of the team working on the event are volunteers. Mr. Greene asked about ROI projections compared to previous year's results. Mr. Bartell asked about radio station expenses.
- 8) FY 2017 Annual Application Presentation: LGBT Pride's "Out in the Park": Stephen Whitburn (with Sarafina Scapicchio) gave background on the weekend pride event. The request of the SDTMD is for \$30,500 with a projected ROI of 5:1. Mr. Greene asked about doing "Guy Days" at Sea World or the zoo. They said they were interested in pursuing that idea.
- 9) FY 2017 Annual Application Presentation: KOZ Events: Carrie Panek (with Tobias Panek) said KOZ is a full service special event company specializing in triathalons, runs, walks and bike rides. The three events for consideration are the Campagnolo Gran Fondo (April), Spring Sprint Triathlon (May), and the Mission Bay Triathlon (October). They are requesting \$30,000 to support direct marketing with a total projected ROI of 12:1. Mr. Bartell asked about the total budget for the three events. Mr. Bartell asked about geographic distribution of hotel room nights.
- 10) FY 2017 Annual Application Presentation: San Diego Bowl Games Association: Mark Neville, Executive Director, said the goal of the Bowl Games is to bring more visitors to San Diego and fill room nights. He reviewed the success of last year's events. Mark Neville said they are requesting \$450,000 for a total projected ROI of 13.8:1. Steve Cushman discussed the dramatic changes in the Bowl Game business. He thanked the Board for their support. Lorin Stewart asked about the figures used in the presentation. Mr. Greene asked about the decline in room nights over time.

Vice-Chairman Greene adjourned the meeting without objection at 12:15 p.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____