

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Catamaran Resort Hotel & Spa – Room: The Boardroom  
3999 Mission Boulevard, San Diego, CA 92109  
Friday, December 11, 2015  
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chairman, called the meeting to order at 9:00 a.m.

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

Board member absent:

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:

Kevin Swanson addressed the Board regarding establishing a new nonprofit corporation.

CLOSED SESSION ITEMS:

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

ADJOURN TO CLOSED SESSION:

Chairman Evans adjourned the meeting to closed session at 9:02 a.m.

ADJOURN TO OPEN SESSION:

Chairman Evans reconvened the meeting to open session at 11:16 a.m.

CLOSED SESSION REPORT:

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

Chairman Evans disclosed that he had a conversation with SDTA regarding allocations. Ms. Blackinton disclosed that she had a conversation with SDTA regarding allocations. Mr. Greene disclosed that he had a conversation with SDTA regarding allocations.

PUBLIC COMMENT:

Kevin Swanson talked about the history of the SDTMD and his efforts in Balboa Park. Mr. Swanson said he was looking for opportunities.

INFORMATION ITEMS:

- 1) FY2015 SDTMD Annual Report update: Lorin Stewart stated the Annual Report will be before the City in February. Meredith Dibden Brown stated the City and the SDMTD agreed that the annual report will come before the City committee in February, likely February 11, 2016.

ACTION ITEMS:

- 1) Approval of Minutes: The October 23, 2015 and November 4, 2015 SDTMD meeting minutes were reviewed and considered for approval. Chairman Brown moved to approve the minutes. Mr. Bartell seconded the motion. Yes 9, No 0, Abstain 0.
- 2) 2013-2014 SDTMD Audit: Mr. Greene moved to continue this item to the January 2016 Board Meeting. Mr. Bartell seconded the motion. Yes 9, No 0, Abstain 0.
- 3) San Diego Tourism Authority (SDTA) Request to Resubmit Unpaid FY 2015 Reimbursements: Joe Terzi gave background on the budget item. Rick Meza reviewed the schedule with the Board. Ms. Blackinton moved to approve the recommended budget adjustments. Mr. Hermes seconded the motion. Yes 9, No 0, Abstain 0.
- 4) San Diego Tourism Authority (SDTA) – FY 2016 Q1 Allocation Review: Ms. Blackinton gave background information on the packets being submitted and the quarterly reports. Rick Meza gave background information on the reports. Jere Batten said this was a good proposal. Meredith Dibden Brown agreed. Ms. Blackinton moved to approve the allocations. Ms. Anderson seconded the motion. Yes 9, No 0, Abstain 0.
- 5) SDTMD Office Space License Agreement Renewal: Lorin Stewart gave background information on current office space and costs. Chairman Evans gave background on office space options at SDTA. Mr. Bartell asked about visitors to the office. He also expressed concern about the independence from SDTA. Chairman Evans talked about reinvesting in SDTA. Meredith Dibden Brown said the appearance was a concern from her standpoint. Mr. Bartell moved to delegate authority to the SDTMD Officers to approve up to a one (1) year lease at any site, except the SDTA site. Mr. Brown seconded the motion. Yes 9, No 0, Abstain 0.
- 6) SDTMD Destination Master Plan Status Update and Direction: Lorin Stewart gave background on the Master Plan status. He reported the draft plan would be made available to the public in late January, presented in public outreach workshops between January and April, and then be brought back to the SDTMD Board. Ms. Anderson moved to approve the procedure for the Master Plan. Mr. Gates seconded the motion. Yes 9, No 0, Abstain 0.
- 7) SDTMD FY2017 Application Review Schedule: Lorin Stewart reviewed the process for applications. He suggested meetings be set in January or February. Ms. Blackinton moved to set

meetings on January 8 and 22 and February 5 and 26. Ms. Anderson seconded the motion. Yes 9, No 0, Abstain 0.

Joe Terzi asked about budget targets. Mr. Evans said SDTA should budget based on what is needed to adequately market San Diego.

Chairman Evans adjourned the meeting without objection at 11:48 a.m.

Approved \_\_\_\_\_  
Colleen Cronin Anderson, Secretary

Date \_\_\_\_\_