

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Catamaran Resort Hotel & Spa – Room: Macaw & Cockatoo
3999 Mission Boulevard, San Diego, CA 92109
Friday, February 5, 2016
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chairman, called the meeting to order at 9:02 a.m.

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

Board member absent: Jody Blackinton.

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:

Chairman Evans adjourned the meeting to closed session at 9:03 a.m.

ADJOURN TO OPEN SESSION:

Chairman Evans reconvened the meeting to open session at 10:00 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 January 22, 2016 SDTMD meeting minutes were reviewed and considered for approval. Mr. Voss moved to approve the minutes. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2017 Annual Application Presentation: KAABOO – Del Mar, LLC: Julie Coleman from KAABOO gave the Board background on the event. They have a multi-year lease agreement with Del Mar fairgrounds. They estimate they produced 2,300 room nights in 2015. They are requesting \$75,000, project adding 2,000 room nights, for an ROI of 9.13:1. Mr. Greene asked when the organization would no longer need SDTMD funds. Julie said likely by FY 2018, FY 2019 worst case. Mr. Bartell asked how the event would be different without SDTMD funds. Julie said there would not be marketing to the out of town locations identified. Chairman Evans asked about ownership of KAABOO. Chairman Evans asked about this event in other destinations.
- 3) FY 2017 Revised Annual Application Presentation: San Diego Crew Classic: Chairman Evans disclosed he had a meeting with this applicant but did not discuss this application.

Chris Swann detailed the revised proposal by Crew Classic. They are requesting \$300,000, with actual room night production of 10,000 room nights, with an ROI of 5.53:1. Mr. Bartell asked about the original request. Lorin Stewart said it was \$165,000, with an ROI of 8.13:1.

- 4) FY 2017 Annual Application Presentation: EVERYWON, Inc: Tom Huston gave background on the community improvement fundraising platform. He said they have a 5K and ½ Marathon. They plan to expand to other cities and have the national championship in San Diego. Mr. Bartell asked of the 5,000 projected participants, how many are from out of town. Mr. Gates asked about the number of participants in 2016. Chairman Evans asked about the numbers for the East Bay event. Chairman Evans also asked in what year they wanted to spend the SDTMD funds.
- 5) FY 2017 Annual Application Presentation: San Diego Spirits Festival: Liz Edwards, founder of the SD Spirits Festival, gave background on the event. This will be their eighth year. They are requesting \$37,500 for an ROI of 9:1. Their out of town targets include Los Angeles, Orange County, Las Vegas and Phoenix. Mr. Gates asked about projected ROI. Chairman Evans asked why the room night projection was so high. Mr. Hermes, asked about how many ticket buyers are from out of town. Mr. Greene asked about the projected room nights. Mr. Hermes asked if they have applied to the Port District for funding.
- 6) FY 2017 Annual Application Presentation: Multi Media Consortium, LLC – Film Consortium San Diego: Ms. Jodi Cilley gave background on the Film Consortium San Diego. They are working with filmmakers, directors, cast and crew. They discussed Film Week San Diego 2017. They also talked about the San Diego Film Awards. They are requesting \$35,000 from the

SDTMD, with an ROI of 3.65:1. Ms. Cilley said that they have modeled their event on San Diego Beer Week. Mr. Bartell asked about room night production. Mr. Heremes asked about the size of the target markets. Joe Terzi asked about their interaction with people working on establishment of a film office.

- 7) FY 2017 Annual Application Presentation: Century Club San Diego – Farmers Insurance Open: Chairman Evans recused himself and left the room.

Peter Ripa with Farmers Insurance Open gave background on the event. He reviewed the television coverage and media partners. They are requesting \$300,000 with an ROI of 22.76:1. Peter talked about his sponsors and the demographic of attendees. Mr. Bartell asked about room night production and location of room nights. Mr. Brown asked if the Del Mar room nights are excluded. Peter said yes. Mr. Greene asked about growth of the event and about the 50% increase in the size of the request. Joe Terzi talked about the new international air service and the value of the international exposure from this event. Peter said the value of the two spots is approximately \$350,000.

Chairman Evans returned.

Chairman Evans adjourned the meeting without objection at 11:37 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____