

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION  
The Westin Gaslamp Quarter Hotel: Del Mar Room (open session)  
& La Jolla Room (closed session)  
910 Broadway Circle, San Diego, CA 92101  
Thursday, May 11, 2017  
9:00 a.m.

MINUTES

CALL TO ORDER:

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

Board members present: Bill Evans, Scott Hermes, Matt Greene, Colleen Cronin Anderson, Terry Brown, and Christopher Ostopovich.

Board member absent: Matt Adams and Richard Bartell.

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

CLOSED SESSION PUBLIC COMMENT:

None.

CLOSED SESSION ITEMS:

John Lambeth announced the Board would be discussing the three items on the closed session agenda.

ADJOURN TO CLOSED SESSION:

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

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 9:33 a.m.

CLOSED SESSION REPORT:

John Lambeth reported that the Board took action to ratify the decision to authorize Colantuono, Highsmith & Whatley, PC to file an appeal in the SDOG v. City of San Diego case.

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.

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

- 1) Experience San Diego Steering Committee Community Outreach Update: Mr. Hermes gave an update on the plan and the outreach. He said that there would be additional outreach and information for the community. He thanked MJE for their work on this item.
- 2) World Beach Games Update: Brian Hughes gave an update on the status of the event. He noted the SDTMD approved and paid \$400,000 for an event that was supposed to occur in 2017, now delayed to 2018. Chair Evans asked if the investment went from \$130,000,000 to \$0 and Brian Hughes said yes.
- 3) USA Masters Games Update: Brian Hughes gave background. Chair Evans asked that counsel review the agreements and report back to the Board.
- 4) SDTA Supplemental Proposal Update (China, L.A. & Balboa Park): Brian Hughes gave an update and said that the SDTMD is likely to find out more about the release of the \$3,000,000 on June 5. Chair Evans talked about how important each of these activities are.

ACTION ITEMS:

- 1) Approval of Minutes: The March 29, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Greene moved to approve the minutes. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 2) FY 2017 SDTMD Budget Line Item Revision: Brian Hughes talked about a change to the administrative budget. Chair Evans suggested a policy change that would allow greater dollar discretion for SDTMA staff. Mr. Hermes moved to approve the budget line item revision. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 3) SDTMD Communications Services Subcontractor Selection: Brian Hughes gave general background. Mr. Hermes talked about the RFP process and the proposals. Mr. Greene discussed the applicants. Chair Evans thanked Mr. Hermes and Mr. Greene for their work. He also thanked MJE for their great work. He was appreciative of MJE's continuing work on the Experience San Diego project. Mr. Hermes moved to approve the hiring of (W)right On Communications to provide SDTMD communications services. Mr. Greene seconded the motion. Yes 6, No 0, Abstain 0.

Chair Evans adjourned the meeting without objection at 9:59 a.m.

Approved \_\_\_\_\_  
Matt Greene, Secretary

Date \_\_\_\_\_