

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING & CLOSED SESSION
The Lodge at Torrey Pines: Alfred Mitchell (open session)
& Everett Jackson (closed session)
11480 N. Torrey Pines Rd., La Jolla, CA 92037
Friday, June 16, 2017
10:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chair, called the meeting to order at 10:11 a.m.

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

Board member absent: Christopher Ostopovich, 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 10:12 a.m.

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 11:15 a.m.

CLOSED SESSION REPORT:

John Lambeth reported that there were no reportable actions taken by the Board in closed session.

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, Destination 2040 (Destination Master Plan) Community Outreach Update: Mr. Hermes gave an update on the supplemental funding approved at Council 9-0 to support Experience San Diego (ESD). Joe Terzi talked about opportunities to activate the Plan. Mr. Hermes discussed the four elements of ESD: 1) International flights, 2) Leisure, 3) Meetings, and 4) Balboa Park. Mr. Hermes said the next steering committee will be in July. Brian Hughes recognized Meredith Dibden Brown for her efforts with respect to ESD. Mr. Hermes thanked Mr. Greene and Marlee Ehrenfeld from MJE Marketing for their efforts.

ACTION ITEMS:

- 1) Approval of Minutes: The May 11, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Greene moved to approve the minutes. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.
- 2) Board Member Resignation and Appointment to Fill Vacancy: Chair Evans stated that Mr. Gates resigned from the Board. He recommended the Board appoint Mr. Elvin Lai to serve the remainder of Mr. Gates unexpired term. Mr. Brown moved to appoint Mr. Lai to serve the remainder of Mr. Gates unexpired term. Mr. Hermes seconded the motion. Yes 5, No 0, Abstain 0.

(Mr. Lai joined the Board and participated in the remainder of the meeting.)

- 3) FY 2017 SDTA Budget Line Item Revision: Rick Meza described the budget adjustment. Ms. Anderson moved to approve the SDTA budget adjustment. Mr. Greene seconded the motion. Yes 6, No 0, Abstain 0.
- 4) Insurance: Ms. Anderson reviewed the terms of the various insurance policies. Mr. Brown moved to approve the insurance policies. Mr. Hermes seconded the motion. Yes 6, No 0, Abstain 0.
- 5) Dissolve AD HOC Major Subcontractor Selection Committee: Chair Evans gave background on the item. Mr. Greene moved to dissolve the AD HOC Major Subcontractor Selection Committee. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 6) FY 2018 Board Elections: John Lambeth reviewed the election schedule and process. Brian Hughes stated that Mr. Hermes, Mr. Greene, and Mr. Bartell received the most votes. Mr. Lai moved to accept the election results. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.
- 7) FY 2018 Meeting Calendar: Brian Hughes reviewed the meeting calendar. Mr. Greene moved to accept the meeting calendar with the exception of the July 21, 2017 meeting date. Mr. Lai seconded the motion. Yes 6, No 0, Abstain 0.

- 8) Records Retention Policy Amendment: John Lambeth gave background on this topic. Chair Evans said it was important that the SDTMD be transparent. Mr. Hermes moved to approve the Records Retention Policy Amendment. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 9) Medical Tourism Program: Joe Terzi provided background on this item. He talked about health and wellness domestically and internationally. He reviewed the website with the Board. Chair Evans asked about key drivers for this effort. Mr. Hermes moved to fund the Medical Tourism Program as requested. Mr. Lai seconded the motion. Yes 6, No 0, Abstain 0.

- 10) USA Masters Games: Brian Hughes gave background on this item. Sandi Hill, from CA State Games, explained the event was originally targeted for 2018. The North Carolina event was projected to have over 6,000 participants but there were only 2,500 participants. There were many local attendees. There was difficulty in signing teams. She said she wanted to drop out of the competition. Mr. Brown moved to defund the USA Masters Games. Mr. Lai seconded the motion. Yes 6, No 0, Abstain 0.

Chair Evans adjourned the meeting without objection at 12:03 p.m.

Approved _____
Matt Greene, Secretary

Date _____