



**BOARD OF DIRECTORS MEETING & CLOSED SESSION AGENDA**  
**THE LODGE AT TORREY PINES: CHARLES REIFFEL (Public) & HUGHES COTTAGE (Closed)**  
11480 N Torrey Pines Rd, La Jolla, CA 92037  
**Friday, March 3, 2017**  
**9:00 a.m.**

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**Call to Order / Introductions:**

**Chair Bill Evans**

**Public Comment on Closed Session Items:**

**Evans**

**Adjourn to Closed Session:**

**Evans**

**Closed Session Items**

1. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION  
Pursuant to Government Code section 54956.9(d)(1)  
Name of Case: San Diegans for Open Government v. City of San Diego and All Persons Interested in the Matter of the Renewal of the San Diego Tourism Marketing District - San Diego County Superior Court No.37-2012-00088065-CU-MC-CTL
2. CONFERENCE WITH LEGAL COUNSEL – EXISITING LITIGATION  
Pursuant to Government Code section 54956.9(d)(1)  
Name of Case: California Taxpayers Action Network v. City of San Diego, et. al – San Diego County Superior Court No. 37-2016-00030603-CU-MC-CTL
3. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION  
Pursuant to Government Code section 54956.9(d)(1)  
Name of Case: Reid v. City of San Diego – San Diego County Superior Court No. 37-2016-00041207-CU-MC-CTL

**Adjourn to Open Session**

**Evans**

**Closed Session Report**

**Lambeth**

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**BROWN ACT:**

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:**

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



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**Friday, March 3, 2017**  
**9:30 a.m.**

**Call to Order / Introductions:**

**Chair Bill Evans**

**Public Comment:**

**Evans**

Public Comment for ALL items on or not otherwise on the Agenda

**Information Item(s):**

Destination Master Plan Community Outreach Update

**Hermes/Greene**

- DMP Re-naming recommendation, Three Steering Committee Meeting Recap, 4-Pillar brainstorm results

**Action Items:**

**Evans**

**1) 20-Year Destination Master Plan**

The 20-Year Destination Master Plan will be reviewed, discussed and considered for approval.

**2) Approval of Minutes:**

February 10, 2017 meeting minutes will be reviewed, discussed and considered for approval.

**3) SDTMD Accounting Services Subcontractor Selection**

Receive a recommendation for the corporation's accounting subcontractor from the AD HOC selection committee. Discuss and consider for approval.

**4) FY 2016 SDTMD Corporation Tax Return:**

**Anderson**

The FY2016 SDTMD Corporation federal & state tax returns will be reviewed, discussed and considered for approval.

**5) FY 2017 SDTA Budget Line Item and Allocation Revision**

A request to modify SDTA FY17 budget line items, category allocations and the Part 1/Part 2 allocation split will be reviewed, discussed and considered for approval.

**6) FY 2018 Board of Directors Election:**

Slate of Candidates: Per the approved FY2018 board election timeline: The slate of candidates, including received self-nominations, for the FY2018 director vacancies will be reviewed, discussed and considered for approval.

**7) TMD Revenue Forecast:**

Review current FY2018 TMD revenue forecast and approve amount to be used as baseline for FY2018 funding allocations. Recommended at 5% year-over-year '17-'18 growth. Will be reviewed, discussed and considered for approval.

**8) Opportunity/Catastrophe (O/C) & Administration Allocations:**

Determine O/C and Administration allocations. Minimum 3%, Maximum 7%, capped total 10%. Staff recommends 5% each. Will be reviewed, discussed and considered for approval.

**9) O/C Reserve Fund:**

Decide upon full or partial release of FY17 Part II carryover from O/C to Distributable Funds. Will be reviewed, discussed and considered for approval.

**10) *FY 2018 Funding Allocations:***

Following the “SDTMD Funding Allocation Session Process”, review applications for FY 2018 TMD Annual Funds in the priority ranking order determined by the Board of Directors. Determine which applicants will be recommended for FY 2018 TMD Funds and determine the allocation amount of TMD Funds for each recipient organization / program.

**11) *FY 2018 SDTMD Admin Detail & Consolidated Budget:***

The FY 2018 SDTMD Admin Detail & Consolidated Budget, using the recommended FY 2018 funding allocations, will be reviewed and considered for approval.

**Adjournment of Board Meeting:**

**Evans**

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