

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION
Westin San Diego Gaslamp Quarter: Plaza Room (open session)
& Imperial Room (closed session)
910 Broadway Circle, San Diego, CA 92101
Tuesday, January 10, 2017
9:00 a.m.

MINUTES

CALL TO ORDER:

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

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

Board member absent: None.

Also in attendance: Jere Batten, Batten Accountancy; John Lambeth, attorney; and Brian Hughes, 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 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 9:02 a.m.

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 10:32 a.m.

CLOSED SESSION REPORT:

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

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PUBLIC COMMENT:

- 1) Namara Mercer, Executive Director of the San Diego Hotel Motel Association, spoke in support of the Brewers Guild application.

INFORMATION ITEMS:

- 1) 20-Year Destination Master Plan (DMP) Update: Brian Hughes reported that the SDTMD has engaged many community members on this topic and has several meetings scheduled for the public to participate.

ACTION ITEMS:

- 1) Approval of Minutes: The December 9, 2016 meeting minutes were reviewed, discussed, and considered for approval. Mr. Hermes moved to approve the minutes. Mr. Greene seconded the motion. Yes 9, No 0, Abstain 0.
- 2) FY 2016 SDTMD Audit: Doug Clevenger, Regional Managing Principal from Redwitz, Inc., presented the annual audit as of June 30, 2016 and 2015. Mr. Hermes asked about cash at the end of the year. Mr. Gates moved to approve the audit. Mr. Bartell seconded the motion. Yes 9, No 0, Abstain 0.
- 3) FY 2017 Line-Item Budget Revisions: SDTMD: Jere Batten discussed changing accounting and legal expenses allocations. Mr. Brown moved to approve the revisions. Mr. Gates seconded the motion. Yes 9, No 0, Abstain 0.
- 4) FY 2017 Line-Item Budget Revisions: Amgen: Jere Batten discussed the changes in the allocation regarding executive compensation. Mr. Brown moved to approve the revisions. Mr. Greene seconded the motion. Yes 9, No 0, Abstain 0.
- 5) FY 2018 Annual Application Presentation: San Diego Spirits Festival: Alan Edwards presented on this item. He showed a brief video. He reported that this is the 9th year of the festival. He discussed the Saturday evening after-party. He talked about his out of county marketing efforts. The San Diego Spirits Festival is requesting \$25,000 for 2018 with an estimated ROI of 6.4:1.

Mr. Greene asked about the proposed ROI. He asked about whether this event will be an incubator of something more or will it just stay the same. Mr. Hermes asked about doing a special promotion for out of town guests.

- 6) FY 2018 Annual Application Presentation: San Diego Crew Classic: Darlene Disney and Luke Walton presented on this item. In 2016 the Crew Classic had 414 entries. In 2016 the Crew Classic generated 7,720 room nights. Darlene discussed her partnerships with row2k and other organizations. The San Diego Crew Classic is requesting \$250,000 for 2018 with an estimated ROI of 7:1.

Chair Evans asked about the ROI. He talked about the “incremental” requirement when talking about ROI.

- 7) FY 2018 Annual Application Presentation: California Police Athletic Federation: Cheli Mohamed presented on this item. She reported on the police and fire championships. She said they project 7,100 room nights. The California Police Athletic Federation is requesting \$71,500 for 2018 with an estimated ROI of 26.2:1.

Mr. Hermes asked about dates for the event. Mr. Gates commented on the dates for the event.

- 8) FY 2018 Annual Application Presentation: KOZ Events: Carrie Panek and Tobias Panek presented on this item. They presented a slide show on their efforts. KOZ Events is requesting \$35,000 for 2018 with an estimated ROI of 16:1.

Mr. Greene asked about the increase in the number of room nights. Mr. Hermes asked about Gran Fondo.

- 9) FY 2018 Annual Application Presentation: Farmers Insurance Open: Chair Evans recused himself from participating on this item and left the room. Jennifer Cota presented on this item. She talked about the audience for the event. The Farmers Insurance Open is requesting \$350,000 for 2018 with an estimated ROI of 21.9:1.

Mr. Adams asked about contracting with hotels for room nights. Mr. Brown asked about whether the advertising is done in town. They discussed the volunteers and their stay in San Diego. Mr. Gates asked about the increase in the amount requested.

- 10) FY 2018 Annual Application Presentation: San Diego Brewers Guild: Chair Evans rejoined the meeting. Chris Cramer presented on this item. He said 133 breweries are in San Diego and that the San Diego Brewers Guild is one of the largest brewers guilds in the country. He said attendees come from 28 states and 9 countries. The San Diego Brewers Guild is requesting \$74,900 for 2018 with an estimated ROI of 17.1:1.

Chair Evans asked about when this event will not need SDTMD support.

Chair Evans adjourned the meeting without objection at 12:13 p.m.

Approved _____
Matt Greene, Secretary

Date _____