

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Manchester Grand Hyatt Hotel: Balboa AB Room (open session)
& Gaslamp A Room (closed session)
1 Market Place, San Diego, CA 92101
Friday, January 27, 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 (left meeting at 9:30 a.m.), Terry Brown, Matt Adams, John Gates, and Richard Bartell.

Board member absent: Tuni Kyi and Colleen Cronin Anderson.

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 9:03 a.m.

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 9:32 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

None.

Chair Evans disclosed that he had a phone call with Competitor Group (Rock n Roll Marathon) regarding their application.

INFORMATION ITEMS:

- 1) 20-Year Destination Master Plan (DMP) Update: Mr. Hermes gave an update on the Destination Master Plan.

ACTION ITEMS:

- 1) Approval of Minutes: The January 10, 2017 meeting minutes were reviewed, discussed, and considered for approval. Mr. Bartell moved to approve the minutes. Mr. Hermes seconded the motion. Yes 6, No 0, Abstain 0.
- 2) Initiate the FY 2018 SDTMD Board Election Process: Brian Hughes gave initial background on the election process. John Lambeth review the election timeline. Chair Evans asked about what outreach is being done so that as many hotels learn about the opportunity to run. He suggested additional outreach. Mr. Gates moved to approve the election process. Mr. Hermes seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Hermes moved to create an ad hoc nominations committee and delegate to the Board Chair the authority to appoint members of the committee. Mr. Gates seconded the motion. Yes 6, No 0, Abstain 0.

- 3) FY 2018 Annual Application Presentation: Competitor Group (Rock n Roll Marathon): Josh Furlow and Keith Kendrick from Competitor Group presented on the Rock n Roll Marathon. This is the 20th year of the event in San Diego. Josh reviewed the history of room nights produced from the event. Mr. Hermes asked about the drop from 2012 to 2013. 2016 data was 16,502 room nights with a 12:1 ROI. Competitor Group (Rock n Roll Marathon) is requesting \$350,000 for 2018 with an estimated ROI of 10:1 and an estimated 21,502 room nights. They are intending to have three days of running.

Chair Evans asked how many Rock n Roll marathons there are. Josh said 30. Chair Evans asked about other cities' investment. Mr. Gates also asked about other cities' investment. Mr. Bartell asked about registration for the race coming up in June. Mr. Bartell asked about precisely how SDTMD funds would be spent. Josh said the focus would be on out of state and international marketing. Mr. Gates asked about the ownership structure of Competitor Group. Mr. Hermes said he would like more information about the specific marketing initiatives.

- 4) FY 2018 Annual Application Presentation: San Diego Bayfair/Thunderboats Unlimited: Troy Mansfield from San Diego Bayfair presented on Thunderboats Unlimited scheduled to take place September 13-17, 2017. He detailed the success of past events. San Diego Bayfair/Thunderboats Unlimited is requesting \$95,000 for 2018 with an estimated ROI of 27.8:1 and an estimated 16,500 room nights.

Chair Evans asked about expenses for the event. Mr. Brown thanked Troy for working so hard to save the event. Mr. Bartell agreed.

- 5) FY 2018 Annual Application Presentation: San Diego Bowl Game Association: Mark Neville, Sherry Park, and Marc Sawyer from the San Diego Bowl Game Association gave an overview. There are now 41 bowl games. There was only 22 bowl games in 2005. The Association decided not to do the Poinsettia Bowl in the future. Now they can focus their efforts on the Holiday Bowl. Navy versus Notre Dame is scheduled in 2018. 2017 is the 40th year of the Holiday Bowl. Sherry talked about marketing the Holiday Bowl. San Diego Bowl Game Association is requesting \$450,000 for 2018 with an estimated ROI of 12.3:1 and an estimated 34,572 room nights.

Chair Evans asked about attendance. Meredith Dibden Brown asked about timing for payout for team payouts. Mr. Gates congratulated them on their successes. Mr. Hermes asked about their VIP card program.

- 6) FY 2018 Annual Application Presentation: MKHR Productions/Flashback San Diego: Alan Kidd presented from MKHR Productions presented on the Flashback San Diego proposal. Mr. Hermes asked about musical artists. Mr. Bartell asked about attendance projections. Mr. Hermes asked about competition from other events. Chair Evans raised an issue as to the convention center rental cost and about capitalization. MKHR Productions/Flashback San Diego is requesting \$300,000 for 2018 with an estimated ROI of 8.94:1 and an estimated 16,000 room nights.
- 7) FY 2018 Annual Application Presentation: San Diego Sports Alliance/SDTA/Breeder's Cup: Mike McDowell from the San Diego Sports Alliance gave background on the Breeder's Cup. Mr. Bartell asked whether the event would happen regardless of the SDTMD investment. Mike stated yes, but that it would be far fewer hotel rooms. Mr. Hermes asked about competition from other destinations. San Diego Sports Alliance/SDTA/Breeder's Cup is requesting \$250,000 for 2018 with an estimated ROI of 12.8:1 and an estimated 20,000 room nights.
- 8) FY 2018 Annual Application Presentation: California State Games: Sandi Hill from California State Games gave a summary of the winter games. She also discussed the success of the 2016 summer games. She talked about their new app and their social media marketing. California State Games is requesting \$150,000 for 2018 with an estimated ROI of 16.9:1 and an estimated 17,500 room nights.
- 9) FY 2018 Annual Application Presentation: California State Games for 2018 Masters Games: No presentation was given for this item at the meeting.

Chair Evans adjourned the meeting without objection at 11:07 a.m.

Approved _____
Matt Greene, Secretary

Date _____