

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Bahia Resort Hotel – Room: Mission AB (open session)
& Mission C (closed session)
998 West Mission Bay Drive, San Diego, CA 92109
Friday, October 28, 2016
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chair, called the meeting to order at 9:03 a.m.

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

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 two items on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chair Evans adjourned the meeting to closed session at 9:04 a.m.

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 10:13 a.m.

CLOSED SESSION REPORT:

John Lambeth reported that there were no reportable actions from the closed session.

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PUBLIC COMMENT:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The September 23, 2016 meeting minutes were reviewed, discussed, and considered for approval. Mr. Brown moved to approve the minutes. Mr. Hermes seconded the motion. Yes 8, No 0, Abstain 0.
- 2) Board Member Resignation and Appointment to Fill Vacancy: Resigning Board member Jody Blackinton's term ends June 30, 2017. Chair Evans gave background on Tuni Kyi. Mr. Adams moved to appoint Mr. Tuni Kyi, General Manager of the San Diego Marriott Marquis, to fill the vacant seat. Ms. Anderson seconded the motion. Yes 8, No 0, Abstain 0.
- 3) FY 2017 Part 1 San Diego Tourism Authority (SDTA) Line Item Budget Revision: Rick Meza from SDTA gave background on splitting between Part I and Part II and the need for the budget revision. Chair Brown moved to approve the budget revisions. Mr. Bartell seconded the motion. Yes 9, No 0, Abstain 0.
- 4) Operating Agreement Between SDTMD and City of San Diego: Brian Hughes introduced the item. John Lambeth gave background on the difference in the new agreement. Mr. Hermes moved to approve the Operating Agreement. Mr. Bartell seconded the motion. Yes 9, No 0, Abstain 0.
- 5) Amgen Tour of California: Ed Clancy gave a presentation on the Amgen Tour request. Mr. Gates asked about last year's funding. Mr. Bartell asked about room night revenue projections. Mr. Bartell asked about what happens to the race if the SDTMD does not provide funding. Joe Terzi said the \$50,000 is being used to help secure the race for 2018 or 2019. Ms. Anderson moved to approve the funding request. Chair Brown seconded the motion. Yes 9, No 0, Abstain 0.
- 6) AD HOC Advertising ROI & Master Plan Committee Community Outreach Firm Search and Selection: Brian Hughes gave background on the RFP process. Five firms responded. Three firms submitted proposals. Mr. Hermes reported that it was a good process with very good proposals. Mr. Hermes said MJE's knowledge of the industry was impressive. Mr. Adams said there may be others to utilize for other related activities. Chair Evans said the SDMTD is fortunate to have MJE working on this issue. Brian Hughes noted that the net increase in cost will be \$10,500 per month. Ms. Anderson moved to approval the MJE proposal. Chair Brown seconded the motion. Yes 9, No 0, Abstain 0.
- 7) Dissolve AD HOC Advertising ROI & Master Plan Committee: Mr. Hermes moved to dissolve the committee. Mr. Gates seconded the motion. Yes 9, No 0, Abstain 0.

- 8) AD HOC Major Subcontractor Selection Committee: Brian Hughes gave background on this item. He said that an RFP has been issued and that submissions are due December 18, 2016. Mr. Greene moved to create the AD HOC Major Subcontractor Selection Committee. Ms. Anderson seconded the motion. Yes 9, No 0, Abstain 0. Ms. Anderson moved to delegate the authority to the Chair to appoint members of the committee. Mr. Greene seconded the motion. Yes 9, No 0, Abstain 0.

Chair Evans adjourned the meeting without objection at 10:48 a.m.

Approved _____
Matt Greene, Secretary

Date _____