

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Omni San Diego Hotel: Salon B Room (open session)
& Gaslamp 5 (closed session)
675 L Street, San Diego, CA 92101
Friday, February 10, 2017
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chair, called the meeting to order at 9:01 a.m.

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

Board member absent: None.

Also in attendance: 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 10:04 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:

City Council member Chris Ward reported on the many activities he is working on at City Council. Chair Evans thanks the Councilman for his hard work on the Council.

INFORMATION ITEMS:

- 1) San Diego Bowl Game Application Submission Update: Mark Neville discussed their application to the SDMTD. They have revised their request for the \$75,000 to be used to advertise the Navy-Notre Dame game. Chair Evans expressed a desire that all sporting events be first vetted through the SDTA. Mr. Bartell said the two events seem like they should be two separate allocations.

ACTION ITEMS:

- 1) Approval of Minutes: The January 27, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Gates moved to approve the minutes. Mr. Kyi seconded the motion. Yes 9, No 0, Abstain 0.
- 2) FY 2016 SDTMD Annual Report: The FY 2016 SDTMD Annual Report was reviewed, discussed and considered for approval. Mr. Greene moved to approve the report as amended. Mr. Brown seconded the motion. Yes 9, No 0, Abstain 0.
- 3) Director Limits on Terms and Term Limits: The Board considered whether to extend the term of service for directors Terry Brown, Bill Evans, and Richard Bartell. The extensions were reviewed and discussed by the Board. Mr. Greene moved to extend the term of service for director Terry Brown for one year, director Bill Evans for two years, and director Richard Bartell for three years. Mr. Hermes seconded the motion. Yes 9, No 0, Abstain 0.
- 4) FY 2017 San Diego Tourism Authority (SDTA) Annual Application Presentation: Joe Terzi gave an overview of the presentation. He also discussed gaining additional international flights. Kerri Kapich showed some new creative to the Board. She reported the following statistics to the Board for San Diego in 2016:

Number of visitors	34,900,000
Hotel occupancy	77.1%
Hotel ADR	\$154.87
TOT Collections	\$211,000,000

Mr. Greene asked about additional midweek corporate business. Chair Evans asked about investment in China and asked Mr. Kyi to conduct additional research. Rick Meza reviewed the proposed FY 2018 budget requesting \$32,003,000. Joe Terzi asked what the Board would like brought back to the Board as it relates to other expenditures and opportunities.

- 5) SDTMD Legal Services Subcontractor Selection: Attorney John Lambeth left the table for the discussion of this Action Item 5. Mr. Bartell gave an overview of the three applicants. One applicant has very little experience. One applicant has better qualifications. However, the qualifications, experience, and competitive pricing of Civitas sets their application apart. Chair Evans extended compliments to John Lambeth. Mr. Hermes moved to select Civitas as the

SDTMD subcontractor for legal services. Mr. Greene seconded the motion. Yes 9, No 0, Abstain 0.

- 6) SDTMD Accounting Services Subcontractor Selection: Brian Hughes asked that this Action Item 6 be continued to the next meeting. Mr. Greene moved to continue the item to the next meeting. Mr. Gates seconded the motion. Yes 9, No 0, Abstain 0.

Chair Evans adjourned the meeting without objection at 11:46 a.m.

Approved _____
Matt Greene, Secretary

Date _____