

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION  
The Catamaran Resort Hotel & Spa – Room: Boardroom (open session)  
& Rousseau East (closed session)  
3999 Mission Blvd., San Diego, CA 92109  
Friday, September 23, 2016  
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chair, called the meeting to order at 9:02 a.m.

Board members present: Bill Evans, Scott Hermes, Matt Greene, Colleen Cronin Anderson, Terry Brown, Jody Blackinton, and Richard Bartell.

Board member absent: Matt Adams and John Gates.

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 10:05 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

- 1) Update and discussion on the FY18 Contractor Application Revisions: Brian Hughes reported on revision to the application. He emphasized that the revisions will assist the Board in determining ROI. Mr. Bartell said the Board should ask vendors, "What would happen to your event without the SDTMD investment." He suggested that the SDTMD should be disciplined about looking specifically at incremental room nights. Brian Hughes also said that SDTMD is requesting additional financial disclosures from applicants.
- 2) AD HOC Advertising ROI & Master Plan Committee work update:
  - a. *Assignment 1: Tourism Authority ad agency value and ROI report:* Brian Hughes reported on the work of the committee to maximize ROI. Meetings included Mering Carson and discussions with TNS regarding measurement of ROI. He reported that it has been 8 years since an RFP process was done, therefore they are doing an RFP going forward. Mr. Hermes said Mering Carson has done great work but that it is good to review the results. Mr. Bartell asked about Mering Carson working for competitive destinations.
  - b. *Assignment 2: 20-Year Master Plan Community Outreach firm RFP and selection:* Brian Hughes detailed the RFP for community outreach regarding the 20-Year Master Plan.

ACTION ITEMS:

- 1) Approval of Minutes: The August 26, 2016 meeting minutes were reviewed, discussed, and considered for approval. Mr. Brown moved to approve the minutes. Ms. Blackinton seconded the motion. Yes 7, No 0, Abstain 0.
- 2) Operating Agreement Between SDTMD and City of San Diego: John Lambeth reviewed the agreement. He discussed the most significant provisions and said there is some urgency in moving this forward. The Board suggested creating an ad hoc committee to negotiate and approve the agreement. Mr. Greene moved to create an ad hoc operating agreement negotiating committee with the following membership: Matt Green, Scott Hermes, Colleen Cronin Anderson, and Bill Evans; and delegating authority to negotiate and approve the operating agreement. Ms. Anderson seconded the motion. Yes 7, No 0, Abstain 0.
- 3) 3<sup>rd</sup> & 4<sup>th</sup> Quarter FY16 A1 Allocation Summary Report: Jere Batten reviewed the allocation summary report. Joe Terzi said that this allocation report is a reconciliation document. Ms. Blackinton moved to approve the report. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- 4) Revised Stadium/Convention Center Expansion Study Phase II Work: Brian Hughes gave a general background on the report. John Lambeth stated that SDTMD funds cannot be used for campaign purposes. The current proposal before the SDTMD is for research only and does not

include communications beyond the SDTMD. Mr. Hermes moved to approve the proposal. Ms. Anderson seconded the motion. Yes 7, No 0, Abstain 0.

Chair Evans thanked Jody Blackinton for her outstanding service as a Board Member. Jody Blackinton said it has been a great honor to serve and commented on the tremendous success of the SDTMD.

Chair Evans adjourned the meeting without objection at 11:05 a.m.

Approved \_\_\_\_\_  
Matt Greene, Secretary

Date \_\_\_\_\_