

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
The Catamaran Resort Hotel & Spa: Room: Toucan (open session)
& Cockatoo (closed session)
3999 Mission Blvd., San Diego, CA 92109
Monday, July 24, 2017
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chair, called the meeting to order at 9:08 a.m.

Board members present: Bill Evans, Scott Hermes, Matt Greene, Colleen Cronin Anderson, Terry Brown, Christopher Ostopovich, Matt Adams, Richard Bartell, and Elvin Lai.

Board member absent: None.

Also in attendance: Jere Batten, Batten Accountancy; John Lambeth, attorney; Brian Hughes, Executive Director; and Julie Wright, (W)right On Communications.

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 9:10 a.m.

RECONVENED TO OPEN SESSION:

Chair Evans reconvened the meeting to open session at 9:41 a.m.

CLOSED SESSION REPORT:

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

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.

PUBLIC COMMENT:

None.

Chair Evans, Ms. Anderson, and Mr. Hermes disclosed that they have had discussions with the San Diego Tourism Authority regarding funding.

INFORMATION ITEMS:

- 1) SDTA / Experience San Diego Supplemental Funding Project Update (L.A. Leisure, China & Balboa Park): Joe Terzi gave some general information. Kerri Kapich provided updates on FY18, including collections and various expenditures. She detailed successes of the destination. Chair Evans asked about impact from Airbnb. Mr. Hermes asked about occupancies during ComicCon. Ms. Kapich also gave a Balboa Park and China update. Chair Evans asked about the need for additional investment in international flights.

ACTION ITEMS:

- 1) Consent Agenda: a) Dissolution of ad hoc nominating committee: Mr. Bartell moved to approve dissolution of the ad hoc nominating committee. Mr. Hermes seconded the motion. Yes 9, No 0, Abstain 0.
- 2) Approval of Minutes: The June 16, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Ms. Anderson seconded the motion. Yes 9, No 0, Abstain 0.
- 3) Budget Line Item Internal Policy Revision: Brian Hughes gave background on this item. Mr. Lai moved to approve the policy revision. Mr. Brown seconded the motion. Yes 9, No 0, Abstain 0.
- 4) Staff Office Lease: Brian Hughes gave background on the item and said is represented a savings of about \$1,250 per month. Mr. Lai asked about the advisability of the move. Mr. Hermes said that there are advantages to the new location. Mr. Bartell said he thought the move was not advisable. Meredith Dibden Brown said the City has concerns about the proposed move. Chair Evans spoke about the dangers of creating silos. Mr. Brown expressed concern. Mr. Hermes spoke in favor of the move. Ms. Anderson moved to approve the new lease. Mr. Greene seconded the motion. Yes 6 (Evans, Hermes, Greene, Anderson, Ostopovich, Adams), No 3 (Bartell, Brown, Lai), Abstain 0.
- 5) The US National Girls Tennis Championships: Jack McCrory talked about the US National Girls Tennis Championships. He said they will have 500 of the best women players in San Diego. They are requesting \$15,000 to help with promotion outside the City of San Diego. Mr. Brown asked about ROI. Mr. Bartell expressed concerns about the ROI. Chair Evans acknowledged the difficulty measuring ROI, but spoke in favor of the opportunity to grow an event for San Diego. Mr. Greene also spoke in favor of funding the event. Mr. Brown moved to grant \$15,000 for the tournament through SDTA. Ms. Anderson seconded the motion. Yes 9, No 0, Abstain 0.

- 6) FY17 Election of Officers: Chair Evans nominated Mr. Hermes as Chair of the Board. Chair Evans announced he is resigning from the Board. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Mr. Hermes as the new Chair of the Board. Yes 9, No 0, Abstain 0.

Mr. Lai nominated Mr. Adams as Vice Chair. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Mr. Adams as the new Vice Chair. Yes 9, No 0, Abstain 0.

Ms. Anderson nominated Mr. Brown as Treasurer. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Mr. Brown as the new Treasurer. Yes 9, No 0, Abstain 0.

Mr. Brown nominated Ms. Anderson as Secretary. There were no further nominations and the nominations were closed. The Board unanimously voted in favor of Ms. Anderson as the new Secretary. Yes 9, No 0, Abstain 0.

Chair Hermes congratulated Mr. Evans on his terrific service as a board member and Chair. Mr. Brown said that Mr. Evans was the hardest working Chair of the SDTMD.

Chair Hermes adjourned the meeting without objection at 11:00 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____