

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Westin San Diego Gaslamp Quarter  
Room: Harbor (Open Session) & Balboa (Closed Session)  
910 Broadway Circle, San Diego, CA 92101  
Friday, September 15, 2017  
9:00 a.m.

MINUTES

CALL TO ORDER:

Scott Hermes, Chair, called the meeting to order at 9:02 a.m.

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

Board member absent: Christopher Ostopovich and Matt Greene.

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 (3) items on the closed session agenda.

ADJOURN TO CLOSED SESSION:

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

RECONVENED TO OPEN SESSION:

Chair Hermes reconvened the meeting to open session at 9:30 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 Hermes disclosed that he had discussions with the San Diego Tourism Authority and the San Diego Brewers Guild regarding funding.

Ms. Anderson disclosed that she had discussions with the San Diego Tourism Authority regarding funding.

Mr. Adams disclosed that he had discussions with the San Diego Tourism Authority regarding funding.

Mr. Lai disclosed that he had discussions with the San Diego Brewers Guild regarding funding.

Chair Hermes noted that Action Item 7 would be dropped from the agenda.

INFORMATION ITEMS:

- 1) 'Experience San Diego, Destination 2040' update presentation: Chair Hermes gave background on the item. Marlee Ehrenfeld presented on Experience San Diego. Chair Hermes commented that the plan includes some very big ideas. Mr. Bartell congratulated Chair Hermes on his leadership and passion for the plan. Chair Hermes discussed cruise ship efforts.

ACTION ITEMS:

- 1) Third Party Forecast Analysis proposal: Brian Hughes gave background on the efforts to improve the SDTMD ROI analyses. Carl Winston, of Real World Economics, talked about assisting applicants with their ROI focus. He said the SDTMD Board will get better data. Mr. Bartell expressed support for the idea, but wants to make sure the work can be done economically. Mr. Brown said he like the idea behind the proposal. Mr. Lai asked about staffing of the work. Chair Hermes said Real World Economics has done a great job. Ms. Anderson asked about other direction to applicants regarding ROI. Mr. Bartell asked about pricing. Mr. Bartell moved to authorize the contract and authorize Brian Hughes to work with the vendor regarding fees. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.
- 2) Approval of Minutes: The July 24, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Bartell moved to approve the minutes. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 3) Budget Line Item Adjustment: Jere Batten gave background on the budget adjustments, including increasing insurance (\$6,117), increasing communications (\$6,250), decreasing rent (\$13,476), and adding costs for additional software (\$6,000). Ms. Anderson moved to approve the budget line item adjustments. Mr. Lai seconded the motion. Yes 6, No 0, Abstain 0.
- 4) AD HOC Board Member Search Committee: Chair Hermes gave background on this item. He said that the SDTMD needs to reach out to hoteliers from through the City. Mr. Brown moved to create the AD HOC Board Member Search Committee and delegate to Chair Hermes the power

to select members of the committee. Mr. Lai seconded the motion. Yes 6, No 0, Abstain 0.

- 5) 'Experience San Diego' Community Outreach firm contract extension: Chair Hermes gave background on the contract extension. Mr. Lai said MJE has done a great job. Mr. Lai moved to extend the contract for eight (8) months and use funding from the Opportunity/Catastrophe Fund. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 6) Surf Cup Sports: Chair Hermes gave background on this item. Mike McDowell said San Diego could not bid on the 2028 World Cup Soccer because of lack of facilities. He discussed the lack of sports facilities in San Diego. He gave background on the Elite Clubs National League and Surf Cup. Mr. Bartell asked about facilities. Chair Hermes asked about travel arrangements. Rob Haskill, of Surf Cup, talked about travel and tracking every room night. Mr. Bartell asked about booking procedures. Mike McDowell said the request is for \$120,000. A booking company will seek to book room nights in SDTMD hotels. Mr. Brown moved to approve the request, initiate a contract through SDTA for sponsorship, and utilize Opportunity/Catastrophe funds for the sponsorship. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 7) Executive Director Performance Appraisal and Salary Review: Chair Hermes gave background on Brian Hughes' performance. He suggested increasing Brian Hughes' compensation by \$12,000. Mr. Brown moved to approve a \$12,000 increase to Brian Hughes' compensation. Mr. Adams seconded the motion. Yes 6, No 0, Abstain 0.

Chair Hermes adjourned the meeting without objection at 10:47 a.m.

Approved \_\_\_\_\_  
Colleen Cronin Anderson, Secretary

Date \_\_\_\_\_