

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION
Town & Country Resort
Room: Sheffield (Open Session) & Brittany (Closed Session)
500 Hotel Circle North, San Diego, CA 92108
Wednesday, November 8, 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, Terry Brown, Christopher Ostopovich, Matt Greene, Elvin Lai, and Richard Bartell.

Board member absent: Colleen Cronin Anderson.

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 9:03 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.

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

INFORMATION ITEMS:

- 1) SDTA Supplemental Project Update (China, L.A., Balboa Part & Certified Meetings): Kerri Kapich from SDTA gave an update on the projects. She shared research that SDTA completed with respect to the campaigns. Joe Terzi talked about SDTA's efforts regarding air service. He also reported on certified meetings.
- 2) FY2019 Funding Application, Process and Timeline Update: Brian Hughes reported that we are in the funding cycle. The application is live on the website. There have been two well-attended workshops to educate potential applicants. Applications are due December 8th. Real World Economics will do an initial analysis. There will be two Board meetings in January 2018 to hear from applicants. SDTA will present to the Board in February 2018. There will be two Board meetings in March 2018 to consider funding for applicants. Mr. Lai asked about measurement of ROI.
- 3) Sponsorship Applications: Study and discuss memorializing guidelines of distinguishing circumstances for consideration of sponsorships for hotel room demand generating events: Chair Hermes gave background on sponsorships and the growth of sponsorship allocations over the last few years. Brian Hughes gave additional detail on the sponsorship application process. Mr. Bartell asked about funding for profit organizations. He recommended that the committee look at this issue. Mr. Greene said they should also look at whether the ask is for a first time event. Mr. Adams said the rules need to be clear to applicants. Mr. Lai said some multi-year events are worthy of SDTMD funds.

ACTION ITEMS:

- 1) Approval of Minutes: The September 15, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Bartell moved to approve the minutes. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.
- 2) Convention Sales Goal Study Proposal: Chair Hermes gave background on the convention center study. Brian Hughes stated that an RFP was sent to multiple vendors. There are two proposals, and comments and analysis are part of the Board packet. Mr. Brown moved to approve the HVS contract for the convention center study. Mr. Greene seconded the motion. Yes 6, No 0, Abstain 1-Adams.
- 3) Funding Application Review Committee: Chair Hermes gave background on the need for the committee. Mr. Brown moved to create the Funding Application Review Committee and delegate to Chair Hermes the power to appoint members of the committee. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.

Chair Hermes adjourned the meeting without objection at 10:40 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____