

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION
Hilton San Diego Airport / Harbor Island
Room: Skyline/Lindbergh (Open Session) & Compass (Closed Session)
1960 Harbor Island Drive, San Diego, CA 92101
Friday, December 8, 2017
9:00 a.m.

MINUTES

CALL TO ORDER:

Scott Hermes, Chair, called the meeting to order at 9:04 a.m.

Board members present: Scott Hermes, Colleen Cronin Anderson, Terry Brown, Christopher Ostopovich, Matt Greene, Richard Bartell, and Vikram Sood (partial).

Board member absent: Matt Adams.

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 9:06 a.m.

RECONVENED TO OPEN SESSION:

Chair Hermes reconvened the meeting to open session at 9:38 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 he talked to Mr. Ripa regarding the Farmers Insurance Open.

INFORMATION ITEMS:

- 1) 'Experience San Diego, Destination 2040' update presentation: Marlee Ehrenfeld with MJE Marketing reported on the Experience San Diego update. She reviewed the goals and results. She also discussed the 22 community meetings that have occurred and the 10 upcoming community meetings.
- 2) 'Destination Care' update presentation: Chair Hermes provided some general background on the item. Joe Terzi, SDTA, discussed the need to find new opportunities that don't exist today. He said that San Diego has an opportunity to be a significant center for health care and well care. He presented information on the program and discussed opportunities for growth. He said he would come back with additional details in the future and may be coming back to request an additional investment in the program.

ACTION ITEMS:

- 1) Approval of Minutes: The November 8, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Ms. Anderson moved to approve the minutes. Mr. Ostopovich seconded the motion. Yes 6, No 0, Abstain 0.
- 2) Board Member Resignation and Appointment to Fill Vacancy: Chair Hermes gave background on the vacancy and Mr. Sood. Mr. Greene moved to appoint Mr. Vikram Sood to fill the vacancy. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Sood joined the Board.

- 3) FY17 A1 Allocation Summary Report: Rick Meza, SDTA, explained the categories in the budget and the allocations. Ms. Anderson asked about further details on the figures and timing. Mr. Brown moved to approve the summary report. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- 4) FY 2017 SDTMD Audit: Mr. Doug Clevenger, Redwitz, gave background on the audit. Chair Hermes asked about the timing and process of the audit. Ms. Anderson moved to approve the audit. Mr. Sood seconded the motion. Yes 7, No 0, Abstain 0.
- 5) Waiver of Conflict for Legal Counsel to Represent Yes for a Better San Diego: Brian Hughes gave background on the item. John Lambeth explained the nature of the waiver and the issue presented. Mr. Ostopovich moved to approve the waiver. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 6) Citywide Convention Acquisition Funding: Chair Hermes gave background on the proposed activities. He stated that the activities would be contracted through the SDTA. Mr. Ostopovich

asked about the parameters of the expenditure. Joe Terzi said it would be used specifically to incentivize groups that would be providing significant room nights. Mr. Brown talked about the history of investing in groups utilizing the convention center. Mr. Greene talked about the importance of these types of expenditures and that there is more to come. Joe Terzi agreed. Mr. Greene moved to approve the \$100,000 allocation to SDTA from the Opportunity/Catastrophe/Contingency fund. Ms. Anderson seconded the motion. Yes 7, No 0, Abstain 0.

Mr. Bartell left the meeting.

- 7) San Diego Certified Meetings Sales Training: Margie Sitton, SDTA, gave background on the training program. She talked about the logistics and the messaging in the program. Mr. Brown asked about how to measure the success rate. Ms. Sitton said they would review site conversion rates. Mr. Greene requested training on San Diego's competitive advantages. Chair Hermes agreed. Mr. Greene also suggested that there be a proactive strategy to reach out to new people in the market. Mr. Sood recommended that there should be takeaways for smaller properties in addition to the large properties. He also said there is a lack of alignment in messaging. Mr. Ostopovich asked about other sources of funding. Mr. Greene moved to approve the appropriation of \$69,300 to SDTA out of the Opportunity/Catastrophe/Contingency fund. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.

Chair Hermes adjourned the meeting without objection at 11:35 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____