

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
The Lafayette Hotel
Room: Louisiana Ballroom (Open Session) & Burgundy Room (Closed Session)
2223 El Cajon Boulevard, San Diego, CA 92104
Friday, January 12, 2018
8:00 a.m.

MINUTES

CALL TO ORDER:

Scott Hermes, Chair, called the meeting to order at 8:02 a.m.

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

Board members absent: Matt Adam 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 8:04 a.m.

RECONVENED TO OPEN SESSION:

Chair Hermes reconvened the meeting to open session at 8:33 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.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The December 8, 2017 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Mr. Ostopovich seconded the motion. Yes 6, No 0, Abstain 0.
- 2) Initiate the FY 2018 SDTMD Board Election Process: Brian Hughes gave background on the election. Mr. Brown moved to approve the board election process, identification of open board seat, the creation of the FY2018 board election ad-hoc nominating committee, and delegation of the appointment of members of the ad-hoc nominating committee to Chair Hermes. Mr. Sood seconded the motion. Yes 6, No 0, Abstain 0.
- 3) District Milestone Report: Brian Hughes gave background on the Milestone Report requirements. The DMP allows up to one-half of one percent (0.5%) of assessments (\$184,000) to be spent on the Milestone Report. Mr. Ostopovich moved to approve the allocation of funds for the district Milestone Report of up to one-half of one percent (0.5%) of assessments or \$184,000. Ms. Anderson seconded the motion. Yes 6, No 0, Abstain 0.
- 4) FY 2019 Annual Application Presentation: SDTA obo Surf Cup Sports, Thanksgiving Challenge & Man City America's Cup: Chair Hermes gave background on the application and funding process. He thanked Mr. Testa and Mr. Winston for their work on providing the Board with ROI information. Brian Hughes gave additional information about the process.

Mike McDowell gave background on the Thanksgiving Challenge and Man City event. Rob Haskell discussed the synergy of the events.

The request is for \$160,000 (\$40,000 for each event over three (3) funding years) and the projected ROI is 20.0:1.

- 5) FY 2019 Annual Application Presentation: SDTA obo Surf Cup Sports, Girls ECNL Playoffs: Mike McDowell gave an introduction of Surf Cup Sports. He said there are two (2) requests today. He described the ECNL playoffs. Rob Haskell explained how the room nights are booked.

Mr. Bartell asked about spread of players between fields. Chair Hermes asked about split between local teams and out-of-town teams. Mr. Bartell asked about funds dedicated to trade shows.

The request is for \$160,000 (\$80,000 for each event over two (2) funding years) and the projected ROI is 46.5:1.

- 6) FY 2019 Annual Application Presentation: Extreme Sailing: Doug Augustine discussed last year's event and the goals for 2018. He said they are focused on corporate sponsors. Mr. Bartell asked why there were only 3,224 room nights when 10,000 were projected. Doug responded that they did not focus enough on travel packages. Mr. Bartell asked about how engaging corporate sponsors translates into additional room nights. Doug talked about additional work with the sponsors. Mr. Ostopovich asked about room night projections. Doug said they would be willing to look at other dates.

The request is for \$350,000 and the projected ROI is 3.0:1.

- 7) FY 2019 Annual Application Presentation: San Diego Bayfair/Thunderboats: Greg Mansfield gave background on the Bayfair event that began in 1964. He talked about the success of the previous events. He is projecting an increase of 1,000 room nights. Chair Hermes congratulated Greg on the success of the event. Mr. Bartell congratulated Greg on what he has done with this event.

The request is for \$95,000 and the projected ROI is 29.3:1.

- 8) FY 2019 Annual Application Presentation: San Diego Brewers Guild: This item was dropped from the agenda. San Diego Brewers Guild has dropped their application.

- 9) FY 2019 Annual Application Presentation: San Diego Crew Classic – Winter Classic & U.S. Rowing Convention: Darlene Disney presented on the Winter Classic. She discussed the marketing plan and the success of the Crew Classic. They are requesting \$50,000 for the two (2) events. Mr. Bartell asked about the number of attendees. Darlene said 750 for the convention and over 1,000 for the regatta.

The request is for \$50,000 and the projected ROI is 18.1:1.

- 10) FY 2019 Annual Application Presentation: San Diego Crew Classic – Spring Classic: Darlene Disney discussed the 45th Crew Classic. She discussed the event expansion, with a Thursday kickoff event. She also talked about the success of the event. The request is for \$250,000. Chair Hermes clarified that this is for an April 2019 event. He also said that the requests have increased. Darlene said the event will go longer and therefore generate additional room nights. Mr. Bartell asked about the higher projection of room nights. Darlene responded that it is due to the longer event and to increased marketing efforts.

The request is for \$250,000 and the projected ROI is 7.2:1.

- 11) FY 2019 Annual Application Presentation: San Diego Day Wine & Food Festival: Michelle Metter provided information on the 15 year old event. The event goes from Sunday through Saturday and attracts over 10,000 individuals. Twenty-six percent (26%) of the attendees stay at SDTMD hotels.

The request is for \$74,500 and the projected ROI is 8.6:1.

Chair Hermes adjourned the meeting without objection at 10:43 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____