

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Hard Rock Hotel San Diego: The Edge Room (Open Session) & Watchtower (Closed Session)  
207 5<sup>th</sup> Ave., San Diego, CA 92101  
Friday, February 9, 2018  
8:00 a.m.

MINUTES

CALL TO ORDER:

Scott Hermes, Chair, called the meeting to order at 8:01 a.m.

Board members present: Scott Hermes, Matt Adams, Terry Brown, Christopher Ostapovicz, Matt Greene, Richard Bartell, Vikram Sood, and Colleen Cronin Anderson.

Board members absent: None.

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

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 8:02 a.m.

RECONVENED TO OPEN SESSION:

Chair Hermes reconvened the meeting to open session at 8:32 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.

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PUBLIC COMMENT:

None.

Chair Hermes disclosed that he talked to Mr. Haskell regarding the Surf Cup and Mr. McDowell regarding sports issues.

INFORMATION ITEMS:

- 1) Extreme Sailing Application Submission Update: Matt Reynolds from Extreme Sailing said that they have changed the dates of the event to October 18 – 21. Brian Hughes mentioned there was much less activity for SDTMD hotels on the new weekend selected. Chair Hermes asked about elements of the marketing plan that would drive room nights. Mr. Reynolds described their out of town marketing program. Dana Blackmore talked about the additional marketing events. Mr. Bartell asked how they were reaching out to the sailing community. Mr. Reynolds described the personal visits to yacht clubs and partnerships with magazines. Mr. Brown asked about coordination with third party packagers. Ms. Blackmore and Mr. Reynolds described the companies they are coordinating with. Chair Hermes asked about yacht manufacturers. Mr. Reynolds discussed the partnership with Safe Harbor Marinas. Mr. Greene asked about previous room night generation. Mr. Reynolds answered that the last event had 3,220 room nights and that the new projection is 5,000 room nights.

ACTION ITEMS:

- 1) Approval of Minutes: The January 23, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Greene moved to approve the minutes. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2017 SDTMD Annual Report: Chair Hermes gave the background on the report. He thanked Mr. Hughes and (W)right On Communications for their work on the report. Chair Hermes moved to approve the annual report. Ms. Anderson seconded the motion. Yes 8, No 0, Abstain 0.
- 3) Convention Sales Goal Study: Mr. Bartell moved to continue this item to the next Board of Directors meeting. Mr. Ostapovicz seconded the motion. Yes 8, No 0, Abstain 0.
- 4) FY 2019 San Diego Tourism Authority (SDTA) Annual Application Presentation: Joe Terzi gave background on changes in SDTA's strategic direction. Kerri Kapich, COO from SDTA, presented the FY2019 application. She talked about coordination, and leverage of funds, with Visit California. She reviewed Tourism Economics data regarding travel forecast. Chair Hermes asked about visitors that do no stay in hotels. Mr. Adams asked about business travelers. Mr. Terzi reported on specific efforts to expand the business community in San Diego. Ms. Kapich discussed SDTA's growth strategies. As it related to meetings and conventions, she said the site experience conversion rate has been over 90%. She discussed sports events and said in FY17 the room production was 121,700 room nights. She talked about leveraging funds in their partnership with Brand USA. Mr. Adams asked about communication with domestic airlines regarding domestic schedule shifts in service.

Mr. Adams asked about getting more direct service from other markets. Mr. Terzi said that SDTA works closely with the airport and has worked to get more direct flights.

Rick Meza discussed the budget request. The total request is for \$37,300,000. Mr. Hughes presented previous questions asked about SDTA's budget and proposal. Mr. Adams asked about allocation of funds attributable to vacancies. Mr. Ostapovicz asked about goals for next year. Mr. Terzi said they would be revisiting the goals and re-distributing. Mr. Greene asked about sports production numbers.

Chair Hermes adjourned the meeting without objection at 10:12 a.m.

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

Date \_\_\_\_\_