

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
The Westin San Diego Gaslamp (Public) &
Coronado Room (Closed)
910 Broadway Circle, San Diego, CA 92101
Friday, June 1, 2018
8:00 a.m.

MINUTES

CALL TO ORDER:

Scott Hermes, Chair, called the meeting to order at 8:00 a.m.

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

Board members absent: Matt Adams, Christopher Ostapovicz and Matt Greene.

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

CLOSED SESSION PUBLIC COMMENT:

None.

CLOSED SESSION ITEMS:

Chair Hermes 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 8:36 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:

Chair Hermes disclosed that he had communications with Joe Terzi, Kerri Kapich and Mike McDowell from SDTA.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The April 13, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Mr. Sood seconded the motion. Yes 5, No 0, Abstain 0.
- 2) Dissolution of ad-hoc Committees:
 - a) Funding Application Review Committee
 - b) Board Member Search Committee
 - c) Budget Process Review Committee

Chair Hermes gave background on the item. Ms. Anderson moved to approve as recommended by Chair Hermes. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.

- 3) Swoop Challenge: Mr. Michael Kattrup Lassen described how he created the Swoop Challenge event. Mr. Lassen said that there are 13 nations that participate in the event. He described both the day and night sky diving event. Ms. Anderson asked who the Swoop Challenge works with for charitable activities. She also asked about other events occurring at the same time. She expressed her support. Chair Hermes asked about support from the Port. Mr. Bartell asked about the projected room nights and the request for \$50,000. Mr. Sood asked about coordination with the Midway. Mr. Brown asked about the timing of the event. Ms. Anderson moved to fund the requested amount of \$50,000 and adopt the plan described by Mr. Lassen. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.
- 4) USTA Billie Jean King Girls National Championships: Lornie Kuhle and Charlie Pasarell presented on the item. Mr. Kuhle gave background on the event. Mr. Pasarell discussed the television coverage for the event. Mr. Brown asked about the room nights for TMD hotels. Mr. Kuhle and Pasarell expressed support for working with the TMD hotels. Mr. Bartell stated that the event was occurring at a peak time. Ms. Anderson moved to support the funding request. Mr. Bartell seconded the motion. Yes 5, No 0, Abstain 0.
- 5) USA Ultimate (Frisbee): Mr. Mike McDowell presented background on the item. He noted that the \$60,000 request is for a two-year period. Chair Hermes asked about the length of stay. Mr. Bartell asked about other funding going into the event. He also asked about any room nights to non-TMD hotels. Mr. Bartell asked about having a sliding scale in year one. Mr. Brown moved to support as requested the \$30k in FY19 and \$30k capped in FY20 based on sliding a scale and that the Executive Director will work with the application of the sliding scale. Mr. Bartell seconded the motion. Yes 5, No 0, Abstain 0.

- 6) USA Field Hockey National Festival: Mr. Mike McDowell gave background on the event. Mr. Bartell asked about a conflict with a major city wide event happening in 2020. Chair Hermes suggested that the proposal be only for the event in 2019. Mr. Sood agreed. Mr. Sood moved to grant funding for the application for only 2019. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0
- 7) SDTA Line Item: Rick Mezza gave background on the request to have \$1,950,000 moved from destination marketing to targeted marketing. Ms. Batten stated that this keeps us consistent with our budget obligations. Ms. Anderson moved to approve. Mr. Bartell seconded the motion. Yes 5, No 0, Abstain 0.
- 8) Funds Advance Request: Ms. Jere Batten gave background on this item. She said that from a cash flow standpoint this request is needed. Chair Hermes asked about leveling out the media expenses. Bartell asked about previous cash advances. Mr. Bartell moved to approve and authorize the Secretary to execute a letter to the City stating that the Board took action on agenda item eight. Ms. Anderson seconded the motion. Yes 5, No 0, Abstain 0.
- 9) Insurance: Mr. Hughes reviewed the policies and costs. Mr. Brown moved to approve. Ms. Anderson seconded the motion. Yes 5, No 0, Abstain 0.
- 10) SDTMD Communications: Chair Hermes reviewed the process. He stated that the recommendation is to retain (W)right On Communications for ongoing communications. Mr. Brown said he was supportive of the recommendation. Mr. Brown moved to approve. Ms. Anderson seconded the motion. Yes 5, No 0, Abstain 0.
- 11) Director Limit on Term and Term Limit: Chair Hermes gave background on the item and the need for action. Chair Hermes moved to extend the term limit for member Brown to fiscal year 2021. Mr. Bartell seconded the motion. Yes 5, No 0, Abstain 0.
- 12) Director Qualifications: Chair Hermes gave background on this item. John Lambeth proposed a modification. Mr. Brown moved to approve the bylaws amendment language as amended by John Lambeth. Ms. Anderson seconded the motion. Yes 5, No 0, Abstain 0.
- 13) FY 19 Board Elections: Mr. Hughes stated that there were six candidates vying for three seats on the Board. Colleen Anderson, Vikram Sood, and Ilsa Butler were elected to the Board. Mr. Bartell moved to approve. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.
- 14) FY 2019 Meeting Calendar: Brian Hughes went through the calendar. Ms. Anderson moved to approve. Chair Hermes seconded the motion. Yes 5, No 0, Abstain 0.
- 15) FY2019 Elections of Officers:
The FY19 Election of Officers:

Chair: Mr. Hermes moved to elect Mr. Bartell as Chair. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.

Vice Chair: Ms. Anderson moved to elect Mr. Brown as Vice Chair. Chair Hermes seconded the motion. Yes 5, No 0, Abstain 0.

Secretary: Mr. Sood moved to elect Ms. Anderson as Secretary. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.

Treasure: Mr. Bartell moved to elect Mr. Sood as Treasure. Chair Hermes seconded the motion. Yes 5, No 0, Abstain 0.

- 16) Executive Director Performance Appraisal and Salary Review: Chair Hermes gave background on this item. He described all of Mr. Hughes successes. Chair Hermes suggested an 8% increase in his compensation. Bartell said Mr. Hughes has done a spectacular job. Chair Hermes moved to approve the proposal. Mr. Brown seconded the motion. Yes 5, No 0, Abstain 0.

Chair Hermes said that he has resigned from the board effective 5pm today. Mr. Bartell said what a great job Chair Hermes has done. He thanked him for his leadership and spectacular job. Mr. Brown agreed.

Chair Hermes adjourned the meeting without objection at 10:48 a.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____