

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING
Hilton San Diego Airport/Harbor Island: Spinnaker Room
1960 Harbor Island Drive, San Diego, CA 92101
Thursday, September 20, 2018
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:02 a.m.

Board members present: Richard Bartell, Terry Brown, Vikram Sood, Matt Greene, Ilsa Butler, Tim Herrmann, and Steve Cowan.

Board members absent: None.

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

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 ITEM:

- 1) *FY2020 Funding Application Timeline Update:* Brian Hughes reviewed the five (5) month application schedule. He described the applications and the workshops. He reviewed the application submittal and Board review process.

ACTION ITEMS:

- 1) Approval of Minutes: The July 25, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Ms. Butler moved to approve the minutes. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.
- 2) Approval of Minutes: The August 29, 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 7, No 0, Abstain 0.

- 3) San Diego Brewers Guild – San Diego Beer Week: Ms. Paige McWey Acers, San Diego Brewers Guild (SDBG) Executive Director, and Nickie Peña with the SDBG’s marketing agency, Paradeigm, presented on this item. Ms. Acers described the history of the SDBG and Beer Week. Ms. Peña reviewed previous media exposure related to Beer Week. There are over 100 participating breweries and over 600 events over the ten (10) day period. The events are staged throughout the City. Ms. Acers described the budget and the requested amount of \$21,500, with a 10:1 ROI. Mr. Hughes asked if there is a host hotel. Ms. Acers said no. Mr. Greene asked about last year’s requested amount and room nights. Mr. Hughes explained how Real World Economics calculates ROI. Chair Bartell asked about how much of marketing is targeting locals versus visitors from other places. Mr. Cowan asked about the ROI measurement.

Mr. Brown moved to approve the requested amount of \$21,500. Mr. Herrmann seconded the motion. Yes 7, No 0, Abstain 0.

- 4) FY2019 Election of Vacant Officer Position: Chair Bartell gave background on the position and discussed Mr. Greene. Ms. Butler moved to elect Matt Greene as the Secretary of the corporation. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 5) Funds Advance Request: Chair Bartell gave a brief history and explained there was no need for the Board to consider this item. Chair Bartell moved to drop this item from the agenda. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 6) Delegation of Funds Advance Request: Chair Bartell gave a brief background on this item and explained the Board did not need to consider this item at the present time. Chair Bartell moved to drop this item from the agenda. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 9:45 a.m.

Approved _____
Matt Greene, Secretary

Date _____