

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
Friday, October 19, 2018
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:00 a.m.

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

Board members absent: Tim Herrmann.

Also in attendance: Colleen Anderson, 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:

- 1) Sharon Cloward, President of the San Diego Port Tenants Association, thanked the Board for its support of Extreme Sailing. She stated how well the event is going and talked about the impact on San Diego.
- 2) Dana Blackwood, Director of Marketing & Communications of Extreme San Diego, thanked the Board for all of its time and support for the event. She talked about the various organizations involved in the event.
- 3) Bob Davies, Race Director of the San Diego Bayfair, thanked the Board for its support. He talked about their social media efforts and how they have targeted overnight visitors from Nevada and Arizona.
- 4) Matt Reynolds, CEO of Extreme San Diego, thanked the Board for its support and discussed the success of the event.

INFORMATION ITEM:

- 1) *SDTA Incremental Funding Presentation (\$3M FY2018 and \$5M FY2019)*: Chair Bartell provided background on this item. Kerri Kapich and Sarah Mettee from SDTA presented on this item. Ms. Kapich started by discussing the \$3M investment and the Los Angeles market. She explained how

they revamped the program to make it more effective. Mr. Greene asked about measurement of ROI. Ms. Kapich then presented an update on the China program. Mr. Greene asked about the impact of federal policy on international visitors. Mr. Terzi discussed the softening of the international market. Ms. Kapich talked about the partnership with Brand USA and the video contract that has been developed to drive visitation from China. She discussed the Balboa Park program of work and how they are attracting visitors to San Diego by promoting the rich amenities in the park. She talked about the partnership with National Geographic and the mini-series focused on San Diego. Chair Bartell asked about stay information for Chinese visitors. Ms. Kapich said they tend to stay in hotels that are brand focused, and that they have longer than average stays. Mr. Sood asked about getting the hotel community ready for Chinese visitors. Mr. Terzi discussed the “China Ready” program. Ms. Kapich gave an overview of all the promotion of new San Diego programs to bring in more overnight visitors. Mr. Greene asked about coordination with the hotels. Ms. Kapich talked about the individual promotions and the work with OTAs. She also discussed the national advertising in the United States and the consumer-direct efforts in Mexico.

ACTION ITEMS:

- 1) Approval of Minutes: The September 20, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Greene moved to approve the minutes. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.
- 2) USA National Field Hockey Festival: Mike McDowell gave background on this item. He explained that they selected another venue for 2019. They have not made a selection for 2020. Chair Bartell asked if there was anything else we could have done. Mr. McDowell said he believed we made the best offer possible and that discussions would be ongoing. Mr. Brown moved to defund the event for \$110,000. Ms. Butler seconded the motion. Yes 6, No 0, Abstain 0.
- 3) Real World Academics Proposal: Colleen Anderson gave background on this item. She explained that there are two parts, one before the event and another ROI analysis after the event. Carl Winston from Real World Academics presented. He explained how they conduct their detailed ROI analysis. Mr. Greene asked about the fees and whether they should be in the vendor budget. Mr. Brown asked about the percentage costs of ROI compared to the funds spent on the programs. Jere Batten explained that these costs come out of our administration budget. Chair Bartell said it was worth re-examining. Mr. Sood moved to approve a contract of work not to exceed \$113,000 for July 1 through December 31, 2018. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.
- 4) Administrative Budget Line Item Revision FY19: Chair Bartell explained that Batten Accountancy spent more time than provided in the current contract and that there is a small amount of extra work on a go forward basis. The increase is an additional four (4) hours per month. The amount for past work is \$9,327.50 and the new monthly increase is \$1,300 per month. Mr. Brown moved to approve the revision to the compensation for Batten Accountancy. Ms. Butler seconded the motion. Yes 6, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 10:11 a.m.

Approved _____
Matt Greene, Secretary

Date _____