

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
Hilton San Diego Airport/Harbor Island: Skyline Lindbergh Room  
1960 Harbor Island Drive, San Diego, CA 92101  
Friday, January 11, 2019  
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:04 a.m.

Board members present: Richard Bartell, Terry Brown, Vikram Sood, Ilsa Butler, Tim Herrmann, and Alyssa Turowski.

Board members absent: Matt Greene and Steve Cowan.

Also in attendance: Jere Batten, Batten Accountancy; Nathan Hyde, paralegal; Colleen Anderson, Executive Director; and Julie Wright, (W)right On Communications.

INTRODUCTIONS:

Nathan Hyde reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. Mr. Hyde stated that Directors are discouraged from speaking with applicants and must disclose any communications they have had with an applicant. Mr. Hyde also informed the Board of the rules associated with recusal.

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The December 14, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Ms. Butler moved to approve the minutes. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.
- 2) FY 2020 Annual Application Presentation: California Police Athletic Federation: Ben Orgovan-Lee discussed the history of the organization and the event. He discussed room night generation and ROI from previous years. He discussed the goals for FY 2020 and the projected ROI and room nights for the FY 2020 event.

Mr. Brown said that the event has been a great success. He asked about funding for previous years. Chair Bartell asked about timing for the FY 2020 event. He asked about the projected ROI and room nights for the event. He stated the event has been successful in the past. Ms.

Butler asked about contracted room blocks at SDTMD hotels. Mr. Herrmann asked about discounted registration fees if event participants stay at SDTMD hotels.

The request is for \$75,000, the projected room nights are 6,241, and the projected ROI is 15.7:1.

- 3) FY 2020 Annual Application Presentation: San Diego Bayfair/Thunderboats: This item was not discussed at the meeting and will be continued to the January 25, 2019 meeting.
- 4) FY 2020 Annual Application Presentation: San Diego Brewers Guild: Paige McWey Acers gave background on the history of the event. Beer Week is in its 11<sup>th</sup> year in San Diego. She talked about out-of-town attendees from the last event. Nickie Pena discussed marketing strategies and target markets for the event. She talked about engaging with Visit California to market the event.

Chair Bartell asked about marketing efforts for out-of-town attendees. Paige McWey Acers stated the primary marketing strategy will be paid social media ads. Chair Bartell discussed funding from previous events and ROI. Ms. Butler asked about ROI projections. Ms. Kurowski asked about ticket sales data. Mr. Sood asked about using the app to direct attendees to SDTMD hotels.

The request is for \$31,000, the projected room nights are 775, and the projected ROI is 5.7:1.

- 5) FY 2020 Annual Application Presentation: San Diego Crew Classic, Inc. – Spring Classic: Luke Walton gave background on the history of the event, the goals for the FY 2020 event, and how they will increase room night sales to SDTMD hotels. FY 2020 will be the 47<sup>th</sup> year of the event. He stated 80% of athletes are from outside of San Diego. The FY 2020 event will expand to three days to include high school and masters teams in the event. He discussed marketing efforts to bring out-of-town athletes to the event.

Mr. Herrmann asked about bid fees. Chair Bartell asked about bring high quality teams to the event. Ms. Butler asked about changes to the event since the 2012 event. Luke Walton stated the competitive rowing environment has changed. Chair Bartell asked about reduced room night projections from the FY 2019 event. Mr. Brown asked about the Winter Regatta. Luke Walton discussed planning for shoulder season events.

The request is for \$195,000, the projected room nights are 8,024, and the projected ROI is 7.4:1.

Chair Bartell requested a five minute break to resolve technical difficulties. The technical difficulties were resolved. San Diego Crew Classic, Inc. played a video of the event. San Diego Brewers Guild played a video of the event.

- 6) FY 2020 Annual Application Presentation: San Diego Exploratory Foundation/ANOC World Beach Games: Vincent Mudd provided background on the event. He mentioned that athletes from 206 countries will participate in the games. He said there will be 17 sports participating in the games. He said the ANOC General Assembly will be held during the games. He said that 44 countries have already qualified athletes to compete in the games. He discussed contracted room nights for the games. He discussed marketing efforts for the games.

Mr. Brown asked about non-SDTMD funding for the games. Mr. Herrmann asked about the USOC approval process. Chair Bartell asked about securing the entire budget for the event. Ms. Butler asked about the current amount of secured funding for the event. Vincent Mudd stated they have received \$7m in commitments for funding the event. Chair Bartell asked how much is needed to hold the games. Vincent Mudd stated approximately \$14m. Mr. Brown thanked Vincent Mudd for the hard work he has put into bringing the event to San Diego.

The request is for \$500,000, the projected room nights are 35,275, and the projected ROI is 14.5:1.

- 7) FY 2020 Annual Application Presentation: San Diego Bay Wine & Food Festival: Mr. Herrmann recused himself from this item and left the room.

Michelle Metter gave background on the festival and played a video on the festival. FY 2020 will be the 16<sup>th</sup> year of the festival. She stated the projected ROI for the FY 2019 festival was 8.57:1 and that the actual ROI was 14.61:1. She said 30% of festival attendees stayed at a SDTMD hotel.

Chair Bartell stated this has been a great event with well-designed marketing. He asked about the host hotel and contracted room blocks. Michelle Metter talked about bookings and how events are held throughout the City. Ms. Turowski asked about directing attendees to SDTMD hotels.

The request is for \$74,900, the projected room nights are 2,640, and the projected ROI is 8:1.

Chair Bartell adjourned the meeting without objection at 10:50 a.m.

Approved \_\_\_\_\_  
Matt Greene, Secretary

Date \_\_\_\_\_