

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
Bahia Resort Hotel  
998 W. Mission Bay Drive, Shell Room  
Friday, October 18, 2019  
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:05 a.m.

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

Board members absent: Matt Greene.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; John Lambeth, Attorney; and Shae Geary, (W)right On Communications.

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 Directors 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 ON ALL ITEMS:

Micah Desforges, President & CEO of Jackalope Action Sports Festival mentioned he is working on bringing the event to San Diego in the winter. Mr. Desforges talked about skateboarding and how Tony Hawk and others are involved.

INFORMATION ITEMS:

- 1) Board Member Resignation: This item was removed from agenda.
- 2) FY2021 Funding Application Timeline Update: Ms. Anderson went through schedule and described the workshops. She said the process is proceeding well and on schedule.
- 3) Tourism Matters Video: Ms. Anderson reviewed the Tourism Matters Video. Chair Bartell talked about the importance of travel and tourism to the community. Colleen discussed places where the video will be shared.

ACTION ITEMS:

- 1) Approval of Minutes: The July 19, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Butler moved to approve the minutes. Mr. Sood seconded the motion. Yes 7, No 0, Abstain 0.

- 2) Best Coast Beer Fest: Amy Ulkutekin, Event Producer for Best Coast Beer Fest, presented on the item. She said how they are ensuring that room nights are distributed throughout the city, including Mission Valley and Mission Bay. She explained why the dates needed to be changed. Chair Bartell asked about competing events. Ms. Turowski asked about transportation around the city. Mr. Sood asked about connecting with other breweries.

Mr. Brown moved to approve the change of date from April to March. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

- 3) SDTA – Budget Revision: Rick Meza, SDTA Vice President and Chief Financial Officer, provided information on this budget reallocation. The request is to move funds from Targeting Marketing to Destination Marketing. He said the total allocation of funds has not changed. Chair Bartell asked about the percentage of the reallocation.

Ms. Turowski moved to approve the reallocation. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

- 4) The Bon Temps Social Club of San Diego/Gator By The Bay: Catherine Miller, Producer of the Bon Temps Social Club of San Diego/Gator By The Bay, described the event and shared a video that featured prior Gator By The Bay events. She discussed the room nights produced by the event. Ms. Miller's request is for \$70,000 with a 4.3:1 ROI. Mr. Herrmann asked how they gather their data. Chair Bartell asked about the projection of 2,175 room nights. Ms. Anderson stated that she talked about the festival with Real World Academics. Ms. Butler asked about available rooms during the event. Mr. Herrmann asked about the maximum capacity of Spanish Landing Park on San Diego Bay.

Mr. Herrmann moved to approve funding the amount requested. Ms. Turowski seconded the motion. Yes 7, No 0, Abstain 0.

- 5) San Diego Tourism Authority Sports Presentation: Mike McDowell, SDTA President of the Sports Commission, presented on the need for an opportunity fund. He discussed the trends, the opportunities and threats related to sports programming and room nights. He detailed the request for creating a sports opportunity fund. He explained how this action would generate room nights.

Chair Bartell asked about the lost business. Ms. Butler asked about why the business was lost. Mr. Brown asked about similar past efforts. Mr. McDowell shared that there have been other occasions where allocations have been pre-approved to attempt to secure a sports event. Mr. Sood asked about a strategic plan relative to San Diego sports facilities. Mr. Herrmann asked about whether the requested funding was sufficient. Mr. Cowan asked what would happen with the left-over funds. Chair Bartell stated that we want to be nimble and not lose business. Chair Bartell said this issue is complex and we need to make sure that we are careful and vigilant. Chair Bartell proposed that we form a committee to work on this issue.

Mr. Brown moved to create the Ad Hoc Sports Fund Committee and to appoint Chair Bartell, Ms. Butler, and Mr. Herrmann to the committee. Ms. Turowski seconded the motion. Yes 7, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 10:30 a.m.

Approved \_\_\_\_\_  
Tim Herrmann, Secretary

Date \_\_\_\_\_