

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS SPECIAL TELEPHONIC MEETING  
Telephonic Meeting  
Tuesday, May 12, 2020  
2:00 p.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 2:01 p.m.

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

Board members absent: None.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten and Zoraida Singley, Batten Accountancy; 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 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:

Tami Williams, City of San Diego, introduced herself.

Ms. Anderson reported on the activities regarding City approval of the SDTMD budget.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The March 20, 2020 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 8, No 0, Abstain 0.

- 2) SDTMD Revenue Forecast: Ms. Anderson gave background on the forecast. Ms. Batten also explained some of the changes in the forecast.

Mr. Cowan moved to approve the revised TMD revenue forecast. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 3) SDTA Budget Revision: Ms. Anderson walked through the budget revisions. Kerri Kapich of SDTA talked through the savings and change to the SDTA budget. Ms. Butler asked about how changes in stay-at-home orders will change the marketing plan. Mr. Herrmann asked about the timing of reopening the convention center. Niki, from the City of San Diego, asked about assumptions relative to group business. Chair Bartell asked about the final budget for SDTA.

Mr. Sood moved to approve the revision to the SDTA budget. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

- 4) FY 2021 SDTMD Consolidated Budget: Ms. Batten discussed the SDTMD consolidated budget changes and litigation reserve.

Mr. Brown moved to approve moving \$1,000,000 from 3<sup>rd</sup> District Litigation Reserve to fund Contractor in 2020. Ms. Turowski seconded the motion. Yes 8, No 0, Abstain 0.

Chair Bartell moved to approve moving \$1,940,152 for Opportunity/Catastrophe to fund Contractor in 2021. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

Ms. Batten reviewed the revised SDTMD consolidated budget. Ms. Batten asked Meredith Dibden-Brown about the SDTA Budget.

Mr. Herrmann moved to approve the revised consolidated budget. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 2:43 p.m.

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

Date \_\_\_\_\_