



**SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Shell/Ventana Room  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday, June 18, 2010  
9:00 am to 12:30 p.m.**

**MINUTES**

**Roll Call**

**C. Terry Brown, Chairman, called the meeting to order at 9:11a.m.**

**Board members present: Terry Brown, Keri Robinson, Luis Barrios, Ray Warren, Bob Rauch, Richard Bartell and Bill Evans.**

**Board members absent: Mohsen Khaleghi and Patrick Duffy.**

**Also in attendance: Lorin Stewart, Executive Director, Jere Batten, from Batten Accountancy Inc., and John Lambeth, legal counsel.**

**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 communication they have had with an applicant. Mr. Lambeth also informed the Board of the rules associated with recusal.**

**PUBLIC COMMENT:**

**Joe Terzi from Convis addressed the Board regarding PCMA. Because there are additional TMD dollars available, Convis intends to present a request for funding for PCMA.**

**Jere Batten reported that the additional interest funds are approximately \$200,000.**

**Troy Sears, from Next Level Sailing, reported that America's Cup is the third largest sporting event, in terms of economic impact, after the Olympics and World Cup; \$7 billion in economic impact in 2007. Mr. Sears reported that San Diego has been invited to host two major international sailing regattas, the RC 44 and the Luis Vuitton Trophy. Mr. Sears will be requesting TMD funds to help support these events.**

**ACTION ITEMS:**

- 1. Approval of Minutes:  
There were no changes to the Minutes from the SDTMD Board of Directors meeting on June 11, 2010. A motion was made by Luis Barrios to approve the minutes. There was a second from Richard Bartell. Yes 6, No 0, Abstain 0.**
- 5. FY 2011 Metrics Policy:**

**Lorin Stewart reported that in the past there have been discrepancies in metrics as it relates to web site production and other return on investment calculations. The revised policy will create a consistent standard for vendors. Definite measurement is possible when rooms are booked through online travel agencies and hotel booking engines. When definite measurement is not possible two independent consultants approved by the SDTMD may be hired to conduct visitor surveys and campaign surveys.**

**A motion was made by Ray Warren to approve the metric policy. A second was made by Bob Rauch. Yes 6, No 0, Abstain 0.**

**2. Old Globe FY 2010 Line-Item Reallocation:**

**The Old Globe reported that the goals of the effort have not changed; Goal was to sell 37,000 tickets – sold 60,000 tickets. The specific tactics changed due to obtaining more names and addresses of potential customers. Old Globe requested a reallocation from advertising to direct mail. The goal was to sell 3,800 tickets to people from the LA market. The Old Globe has actually sold 6,600 to customers from Los Angeles. Currently they are researching how many of the customers stayed in a hotel.**

**A motion was made by Richard Bartell to approve the line-item reallocation for the Old Globe. A second was made by Ray Warren. Yes 6, No 0, Abstain 0.**

**3. MCCSN FY 2010 Line-Item Reallocation:**

**Clara Carter asked for a reallocation from commissions and collateral, in to public relations and lead generation. Bob Rauch asked about AT&T bills. Clara stated PR was the best category for the AT&T invoices.**

**A motion was made by Bob Rauch to approve the line-item reallocation for MCCSN. A second was made by Terry Brown. Yes 6, No 0, Abstain 0.**

**Bill Evans joined the meeting.**

**4. FY 2011 Incremental Funding Revised Presentation: SD Bayfair/Thunderboats**

**The event was established in 1964. Over 700,000 room nights since inception of the event. Attendance is over 75,000 people. Nigel Hook reported about the global scale of powerboat racing. Mr. Hook stated San Diego is a terrific venue and has significant growth potential. The request before the Board is for \$50,000 with a return on investment of 22.14:1. Bob Rauch asked about reach of event. Bill Evans stated that there is impact in various areas, including Mission Valley. Mr. Evans reported that there is not a big impact on his properties in Mission Bay. Terry Brown asked about calculation of room nights. Ray Warren asked about calculation of room nights for crews and visitors. Mr. Evans stated that the powerboats event is a legacy event that showcases the strengths of San Diego: Sun, fun and water. It is important for the TMD to support this event to get it to where it should be, not permanent funding. Richard Bartell asked about commitments for TV coverage. Mr. Bartell asked how \$33,000 would be spent for marketing. LA and Phoenix would be the primary target markets. Terry Brown asked about Unlimited racing. Unlimiteds are struggling. The national sponsors have not been sponsoring Unlimited at the same level as they did before. Lorin Stewart clarified that the revised requested amount is \$50,000. In addition, he provided the Board with information about current balances based on interest and funds**

in the catastrophe/opportunity fund. Mr. Bartell asked about collections. Joe Terzi reported that TMD collections have run about \$30,000 under budget based on 11 months.

A motion was made by Bob Rauch to approve \$50,000 in funding for Thunderboats. A second was made by Ray Warren. Yes 7, No 0, Abstain 0.

6. **SDTMD FY 2011 Board Election Results:**

John Lambeth reported on the election procedure. There were 46 ballots received; 44 ballots were counted and weighted by assessments paid. There were two write in candidates, but the three incumbents were re-elected. Bob Rauch asked about the write-in candidates and the tally of votes. The two write in candidates were J. Peter Lin from the Hilton and John Gates from the Rancho Bernardo Inn.

A motion was made by Ray Warren to certify the election results. A second was made by Luis Barrios. Yes 7, No 0, Abstain 0.

**Informational Items:**

**Chairman's Report** – There were no additional items reported on as part of the Chairman's report.

**Treasurer's Report** – There were no additional items reported on as part of the Treasurer's report.

**Executive Director's Report** – There were no additional items reported on as part of the Executive Director's report.

**Motion to Adjourn**

The meeting was adjourned by Chairman Brown without objection at 10:25 a.m.

Approved \_\_\_\_\_  
Luis Barrios, Secretary

Date \_\_\_\_\_