



**SPECIAL BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Shell / Ventana Rooms  
998 West Mission Bay Drive, San Diego, CA92109  
Friday, November 20, 2009  
9:00 am to 12:30 p.m.**

**MINUTES**

**Roll Call**

C. Terry Brown, Chairman, called the meeting to order at 9:05 a.m.

Board members present: Keri Robinson, Luis Barrios, Bill Evans, C. Terry Brown, Patrick Duffy, Ray Warren, Mohsen Khaleghi, Richard Bartell, and Bob Rauch.

Board members absent: None.

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

**PUBLIC COMMENT:**

None

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**INFORMATIONAL ITEMS:**

**FY 2009 Performance Audit Results** - Chairman Brown informed the Board that the performance audit results were not completed and that it would be discussed at the next meeting.

**FY 2011 TMD Forecast** - Ray Warren gave the Board information regarding the FY 2011 projections. Previous projections were quite accurate. The group that prepared the numbers was conservative in their estimates. The Board discussed the projections.

**Chairman Report** - Terry Brown stated that there will be no meeting on December 4<sup>th</sup>. There will be a meeting on December 18<sup>th</sup>. Richard Bartell suggested there be some training by Smith Travel for hotels regarding the market. Lorin Stewart stated that there might be an opportunity for a presentation by Smith Travel Research on January 27<sup>th</sup> or 28<sup>th</sup> and that this will come back to the Board at the next meeting. Mr. Brown reported that San Diego has an opportunity to bring World Cup Soccer to San Diego. Alan Kidd reported that 2018 and 2022 would be the dates for the events. San Diego made it in to the top 27 cities; Bidding against 8-9 nations. Bill Evans gave an overview of the applicants. Mr. Evans proposed that the SD Sports Commission review and make recommendations regarding sports oriented applications, prior to the TMD Board taking action. Bob Rauch stated some concerns, as did Ray Warren. This issue will be agendized for the next meeting.

**Executive Director's Report** – Lorin Stewart gave an update on the 2009 annual report. He thanked MJE for all of their work on the report. A PDF of the report is on the website. Mr. Stewart also thanked Bob Nelson and Meredith for their work.

**ACTION ITEMS:**

1. There were no changes to the Minutes from the SDTMD Board of Directors meeting of October 16, 2009. A motion was made by Patrick Duffy to approve the minutes. There was a second from Richard Bartell. Yes 9, No 0, Abstain 0.
2. **Bylaws Review Article III, Section 3: Criteria for Directors:**  
Chairman Brown explained that there is an issue with directors serving on recipient organization's Board of Directors. John Lambeth reviewed the Bylaws requirements. Bob Rauch and Patrick Duffy indicated that they have resigned from the San Diego North Board of Directors.
3. **FY 2011: Convis Proposed Scope of Work and Budget:**  
The Chairman of Convis gave an overview of Convis funding and thanked the TMD Board for all of their efforts. Joe Terzi stated projections for 2011 revenue are conservative. Mr. Terzi stated that they expect to be asking for approximately \$21 million, but understands that with the current SDTMD FY 2011 projected rev that request will need to be revised down. FY 2011 will not be significantly different than FY 2010. Mr. Terzi stated that Convis shall be measured based on return on investment. Kerri Verbeke Kapich presented a slide presentation detailing tourism forecast and Convis strategies. Ms. Verbeke Kapich reported that in FY 2009 the return on investment for Convis was 14:1. Convis has projected the same return on investment for FY 2010 and FY 2011. Rick Meza reviewed the FY 2011 application based on projected TMD revenues. Margie Sitton presented an overview of Convis' sales efforts. Ms. Sitton stated that site inspections had improved significantly. Luis Barrios stated that he appreciated the training that Convis has done for his staff. Chairman Brown asked how Convis sets its goals – they seem low. Mr. Terzi stated that the goals are realistic. Ms. Verbeke Kapich presented the Convis marketing plan and budget. Ms. Verbeke Kapich presented the budgets for advertising and other marketing efforts. Ms. Verbeke Kapich also stated that the return on investment is 14:1.
4. **FY 2010 -2011: San Diego North Convention and Visitors Bureau Scope of Work and Budget:**  
**FY 2010:** Luis Barrios disclosed that he met with Cami Matteson for thirty minutes on 11/19/09. Ms. Matteson stated that she also met with the rest of the executive committee. Ms. Matteson presented the FY 2010 summary showing a reduction in programs tied to the required reduction of \$275,900. She also detailed the use of the FY 2009 roll over funds of \$543,400 to be added to the FY 2010 proposed budget. Ms. Matteson stated that the return on investment is 16:1. A motion was made by Terry Brown to accept the San Diego North FY 2010 revised base budget less the \$543,400 roll over funds, which are pending the results of the FY 2009 performance audit. A second was given by Richard Bartell. Yes 9, No 0, Abstain 0.

For FY 2011, Ms. Matteson outlined the “Keep it North” campaign as well as wellness campaign. Ms. Matteson described how she is collaborating with Convis and also explained how she is supporting the Sports Commission and the Film Commission. The final return on investment is 18.7:1. The total room nights are projected to be 398,400 room nights. San Diego North booked 28,000 room nights from the sales team in 2009. They are targeting 42,000 room nights from sales team in 2010. Bill Evans asked about how the return on investment is calculated. Mr. Evans asked if San Diego North and Convis were calculating return on investment using the same methodology as it relates to the websites. The auditor stated that the audit is examining this issue and will be included in the final report.

**CONSENT:**

5. None

**6. Motion to Adjourn**

The meeting was adjourned by Chairman Brown without objection at 12:10 p.m.

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

Date \_\_\_\_\_