



**SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Bahia Resort Hotel: Marina Room
998 West Mission Bay Drive, San Diego, CA 92109
Friday, June 17, 2011
9:00 am to 12:30 p.m.**

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 9:06a.m.

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

Board member absent: Patrick Duffy and Ray Warren.

Also in attendance: Jere Batten, Lorin Stewart, Executive Director 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

Kevin Swanson addressed the Board regarding the Balboa Park celebration and the brand Balboa Park 2015 and San Diego 2015. Mr. Swanson talked about owning these brands. Evans said that Balboa Park and the celebration is a community asset not a private asset.

INFORMATIONAL ITEMS

- 1. Competitor Group: Rock & Roll Marathon FY11 Update
Bruce thanked the Board for their support of the Rock & Roll Marathon. It was a tremendous event with just under 32,000 runners. Bartell congratulated them on a great event – they “sold out” San Diego. Evans said that it would be good to explore other dates for the event. He asked Bruce to come back to explain why the date could not be moved.**
- 2. May 24, 2011 City Council FY12 Results
Stewart summarized the City Council FY12 results.**
- 3. FY10 SDTMD Financial Audit Update
Jere reported that the FY10 Audit is not completed. They are waiting on final information from the City.**
- 4. TMD Renewal Progress**

Lambeth reported that the ordinance was in the process of being reviewed by the City Attorney's office. He anticipated that the first hearing would be before the Budget and Finance Committee on July 20th.

5. Updated SDTMD FY12 Projections
Stewart said there were no further updates.

ACTION ITEMS:

1. Approval of Minutes
A motion was made by Luis Barrios to approve the minutes. There was a second from Khaleghi. Yes 7, No 0, Abstain 0.
2. FY11 & FY12 SDTMD Budget Items
Lorin summarized the posting clarification for SDTMD Renewal. There was a motion to accept by Brown. This was seconded by Bartell. Yes 7, No 0, Abstain 0.
3. FY12 SDTMD Board Election Results Certification
Lambeth gave the history of the balloting process. He announced that Duffy, Warren and Bartell were re-elected. There was a motion by Khaleghi to accept the election results. This was seconded by Barrios. Yes 7, No 0, Abstain 0.

Evans asked about further outreach prior to the next director election. He requested that a presentation be made to the Hotel & Motel Association prior to the next election. Brown reported that we would be meeting with the HMA.

4. FY2012 Incremental Application Presentation: San Diego Crew Classic
Incremental request for additional funding. The Crew Classic has been very successful. The results for 2011 were 8,698 room nights instead of the projected 6,000. The 2012 projection is 10,000 room nights.

Rauch asked about the fact that they are asking for \$115,000 more for 2012 and yet they are only projecting 1,300 more room nights. Joe Terzi asked how many of the room nights were from visitors. Evans asked about direct mail to alumni.

Bartell asked about the marginal return on investment for the extra \$115,000. Joel said that the marginal dollars are producing more room nights than the numbers suggest. Also, \$95,000 of the \$215,000 is a one-time source of funding to help move the event toward independence.

Evans asked about co-ordination with the Sports Commission. Brown said that the event formerly received far less money from TOT. Evans suggested that there be better coordination with the Sports Commission as a resource. Terzi said there are some opportunities for coordination in the future. There was a motion by Rauch to approve the coordinated funds. There was a second by Bartell. Yes 7, No 0, Abstain 0.

Alan Kidd reported on the fireworks litigation. He said there is a risk that all other events may be required to go through an onerous process to receive a permit.

The next meeting is scheduled for July 15, 2011.

The meeting was adjourned by Chairman Brown without objection at 9: 55a.m.

**Approved _____ Date _____
Luis Barrios, Secretary**