



**SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel: Marina Room  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday, September 17, 2010  
9:30 am to 12:00 p.m.**

**MINUTES**

**Roll Call**

**C. Terry Brown, Chairman, called the meeting to order at 9:30a.m.**

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

**Board members absent: Keri Robinson 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:**

**Alan Kidd gave an update about his recent meetings in New York. He also provided an update on his efforts to secure the World Cup and the RC44 sailing event.**

**ACTION ITEMS:**

- 1. Approval of Minutes:**  
**Lorin Stewart asked for a clarification on page 3 in the minutes. A motion was made by Bob Rauch to approve the minutes as amended. There was a second from Terry Brown. Yes 6, No 0, Abstain 0.**
- 2. Beer Week FY 2011 Line-Item Reallocation:**  
**Chris presented his reallocation request for budgeted expenses. A motion was made by Ray Warren to request the budget adjustment. There was a second from Luis Barrios. Yes 6, No 0, Abstain 0.**

**Bill Evans joined the meeting.**

- 3. FY 2010 ConVis Payroll Budget Reclassification:**  
**Convis presented a revised budget regarding the payroll budget reclassification.**

**Rauch asked about the classification of the US Travel expense as marketing. Joe Terzi from Convis stated that San Diego was a key partner with U.S. Travel and that the partnership had direct benefits to San Diego. A motion was made by**

**Bob Rauch to approve the reclassification. There was a second from Ray Warren. Yes 6, No 0, Abstain 0.**

- 4. FY 2011 San Diego North CVB Restructuring / MOU with CONVIS: SDNVCVB Chairman, Jack Jacobs, reported that San Diego North has voted to enter into contract with Convis to provide the service previously provided directly by San Diego North. Joe Terzi reported that he has been working with the San Diego North Board to work on the details.**

**Evans asked for clarification about which lodging properties are included, and which should be included, in San Diego North.**

**Bartell said that the definition of San Diego North should be however it was defined at the time of the formation of the TMD.**

**Rauch said the list of 43 hotels was the list of hotels included in San Diego North at the time of the TMD formation.**

**Evans expressed concern about diluting the effectiveness of the funding by including so many hotels in the definition of San Diego North.**

**Brown suggested that as of today, the TMD should recognize the list of 43 as those hotels included in San Diego North.**

**Bartell asked if the Boards of San Diego North and Convis had reviewed the documents presented to the TMD Board. Terzi reported that the Boards had not reviewed the documents because the proposal has just been developed. Evans expressed concern about the TMD approving documents that had not been approved by San Diego North and Convis.**

**Jack reported that to date it has been a smooth transition.**

**Lorin Stewart reported that it is important to have a budget for San Diego North for reimbursement purposes.**

**Terzi reviewed the proposed San Diego North budget.**

**The Board discussed whether TMD funds could be used to pay for the Escondido line item.**

**Lambeth disclosed that a complaint had been filed against San Diego North, Convis and the TMD by Exceptional Marketing Group. He indicated that the Board could hold a closed session to discussion ongoing litigation if it so desired.**

**Bartell expressed concern about approving the draft budget now.**

**Brown suggested that the TMD grant approval for 30 days. Brown moved that the TMD approve the proposed budget as an interim budget for San Diego North until October 15. There was a second from Richard Bartell. Yes 6, No 0, Abstain 0.**

- 5. San Diego State University Certificate Course:**

**Evans introduced this item and talked about TMD's commitment to educating the industry about revenue management.**

**Carl reported that the proposal includes tier (1): an entry level session for smaller properties and tier (2): a more traditional revenue management course.**

**Lorin briefly described the nature of the courses. Khaleghi asked about the faculty.**

**Evans emphasized the importance of this course.**

**Warren asked that the major brands be involved in helping with the education.**

**The Board discussed the pricing of the course and the reason for TMD funding of the course. A motion was made by Bill Evans to fund the course for \$20,000 from FY 2011 funds. There was a second from Ray Warren. Yes 6, No 0, Abstain 0.**

**Informational Items:**

**Lorin reported that the FY12 SDTMD funding applications have been available online and are due by 5:00pm on Friday, October 22, 2010. The application notice, including the deadline, had been distributed through various channels including: online, various public meetings, and in a recent SD Business Journal article.**

**Next meeting will be held on October 15, 2010.**

**Motion to Adjourn**

**The meeting was adjourned by Chairman Brown without objection at 11:07 a.m.**

**Approved \_\_\_\_\_ Date \_\_\_\_\_  
Luis Barrios, Secretary**