



**REGULAR BOARD OF DIRECTORS MEETING**  
**Bahia Resort Hotel: DEL MAR ROOM**  
998 West Mission Bay Drive, San Diego CA 92109  
Friday, May 21, 2010  
9:00 a.m. – 12:30 p.m.

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**Call to Order / Introductions:**

**Chairman C.Terry Brown**

**Public Comment:**

Public Comment for ALL items on or not otherwise on the Agenda

**Brown**

**Action Items:**

**Brown**

**Approval of Minutes:**

Review and approve meeting minutes from the March 19, 2010 and April 23, 2010 SDTMD Board meetings.

**Crew Classic FY 2010 Reallocation:**

This is a presentation from The San Diego Crew Classic to reallocate a portion of their FY 2010 approved team payout funds to video production.

**NAESP and ACTE Reallocation of Approved Funds:**

This is a presentation from The San Diego Convention Center Corporation to reallocate funds previously approved in 2009 for shoulder-season conventions due to the status of the National Assoc. of Elem. School Principals (NAESP) and the Assoc. For Career & Tech Education (ACTE). The proposed reallocation to the Annual Meeting and Expo for the American Society of Hematology (ASH) in December 2013 and the Union of Reform Judaism (URJ) in November 2013 would result in the net increase of approx. 36,000 more room nights than the previous allocation of same funds.

**FY 2010-2011: SD Bayfair / Thunderboats Unlimited Scope of Work and Budget:**

This is a presentation of the SD Bayfair / Thunderboats Unlimited FY 2011 SDTMD Application. The organization's previous funding recommendation will be reviewed following the May 14, 2010 Thunderboat permit payments made to the City of San Diego.

**FY 2011 Program Metrics:**

Per the March 19, 2010 SDTMD board of directors meeting; MJE Marketing, with input from Carl Winston from SDSU HTM and John Packer from TNS, has developed a foundation report / recommendation for the FY 2011 ROI metrics criteria to become part of the requirement guidelines for FY 2011 contract year.

**FY 2010 Cost Allocation Audit Tests:**

Per the March 19, 2010 SDTMD board of directors meeting; Robert R. Redwitz & Co. is conducting Cost Allocation Audit Tests for all FY 2010 contractors receiving 50% or more of their annual budgets from the SDTMD. The San Diego North CVB audit test results will be presented by the audit firm.

**Informational Items:**

***FY 2011 Budget and Finance Committee Results:  
March 24, 2010 Annual Meeting / RevPAR Workshop Update  
FY 2011 Board Election Process Update***

**Brown  
Bartell  
Staff**

**Adjournment of Board Meeting:**

**Brown**

**BROWN ACT:**

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts Agendas at 111 Harbor Dr., San Diego, CA 92101. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:**

**You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.**