



**SAN DIEGO TOURISM PROMOTION CORPORATION
SPECIAL BOARD OF DIRECTORS MEETING**

**Town and Country Resort and Convention Center
500 Hotel Circle North, San Diego, CA 92108
Regency Tower – Le Sommet Room**

Thursday July 10, 2008, 2:00 p.m.

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 2:05 p.m.

Board members present: Richard Bartell, C. Terry Brown, Bill Evans, Bob Rauch, Joe Terzi, and Ray Warren

Board members absent: Luis Barrios, Patrick Duffy, and Mohsen Khaleghi

Also in attendance: Lorin Stewart, Executive Director

PUBLIC COMMENT: None

ACTION ITEMS:

- 1. The Minutes from the SDTPC Board of Directors meeting of June 19, 2008 were approved. A motion to approve the minutes was made by Richard Bartell with a second from Bill Evans. Yes 6, No 0, Abstain 0.**
- 2. Incremental Funding: San Diego Convention and Visitors Bureau: Kerri Verbeke Kapich and the Convis advertising agency, Mering Carson, presented to the Board a “*Late Summer Stimulus Campaign*”, to drive immediate demand for travel to San Diego due to the softening of hotel room rates and occupancy in San Diego.**

Two options were presented:

Option A: \$250,000 did not afford a multi-market plan and focused exclusively in Los Angeles with Online / SEM and Traffic Radio. Due to the budget level, a mix of media was not possible. As a result, the effectiveness of this campaign was considered limited.

Option B: \$500,000 allowed for a higher level of impact by using a combination of media and increased outreach into proven regional markets including LA / Orange County, Phoenix, Las Vegas. Option B included geo-targeted banner ads, pay-per click (PPC) Search Engine Marketing, and Traffic Radio ads. Option B would begin on July 28, after Comic Con, and run for approximately five weeks. Option B would be “Phase One” of a multi-phase campaign strategy that would usher in a “Phase 2” Fall and Winter Campaign under a separate

incremental funding request / budget.

The Board discussed both options presented and made a number of comments regarding the proposed campaign including but not limited to:

- Consider billboard (outdoor) advertising.
- San Diego should “own” the drive market.
- Radio spot marketing is effective at targeting specific demographics.
- ConVis should continually re-evaluate their existing sales and marketing plan with the possibility of shifting resources as needed to be most effective in the current (depressed) market.
- The “staycation” concept of advertising to San Diego residents should be explored / considered in this market.
- Market Share is a universal metrics and should be one of the ROI indicators.
- Considering the level of funding support afforded by the TMD / SDTPC to the campaign, consumers should have online booking options on the ConVis website including booking directly with a hotel property, or other third parties, and not exclusively through ARES.
- Consider the use of “remnant” ad time on cable TV through companies such as “Spot Runner”.
- Return on Investment (ROI) in terms of TOT and hotel room night consumption needs to be determined as a firm target for the campaign.

A motion was made by Bob Rauch, with a second by Ray Warren, to Approve Option B contingent upon ConVis committing to a ROI target. Yes 6, No 0, Abstain 0

CONSENT

- None

- **Motion to Adjourn**

The meeting was adjourned without objection at 3:45 p.m.

Approved _____
Luis Barrios, Secretary

Date _____