



**BOARD OF DIRECTORS MEETING**  
**San Diego Convention Center Corporation, Board Room**  
**111 W Harbor Drive, San Diego CA 92101**  
**Thursday, October 16, 2008 10:00 a.m.**

**MINUTES**

**Roll Call**

C. Terry Brown, Chairman, called the meeting to order at 10:02 a.m.

Board members present: Terry Brown, Joe Terzi, Luis Barrios, Richard Bartell, Bill Evans and Bob Rauch.

Board members absent: Moshen Khaleghi, Ray Warren and Patrick Duffy.

Also in attendance: Lorin Stewart, Executive Director and John Lambeth, legal counsel.

**PUBLIC COMMENT:** James Ehrwicker, from SD.com, addressed the Board about their work with San Diego online tourism marketing association with respect to marketing San Diego businesses.

Lorin Stewart gave the Board background on application process and scoring.

**ACTION ITEMS:**

1. There were no changes to the Minutes from the SDTPC Board of Directors meeting of September 18, 2008. A motion was made by Luis Barrios to approve the minutes. There was a second by Joe Terzi. Yes 6, No 0, Abstain 0.
2. **FY 2009 Addendum to Annual Funding Contract:**  
**California State Games:**  
Sandi Hill, Executive Director for the California Sate Games addressed the Board. They run summer and winter games. They are part of the U.S. Olympic Committee. There are 10,891 athletes this year participating in 20 sports. There has been a 15% increase over previous years. The games generate \$6 million in direct spending and an estimated 14,000 room nights. The group has requested \$15,427. The return on investment ratio is 132:1. Bob Rauch commented that 2008 was a great success. Bill Evans asked if they could see the event growing and if they might consider moving. Ms. Hill answered that they had been approached by others, but they would like to stay in San Diego. The event is growing 15-20% every year. They will be adding additional sports next year. Bill Evans asked if they would consider moving schedule to a greater need time. Ms. Hill said they would be willing to look at it and discuss. Terry Brown scored the application a 4. Bill Evans scored the application a 4. Richard Bartell scored the application a 4. Joe Terzi scored the application a 4. Luis Barrios scored the application a 4. Bob Rauch scored the application a 4.

3. **FY 2009 Addendum to Annual Funding Contract:**

**Elite Racing**

Bruce Herring, President of Elite Racing, gave a presentation to the Board regarding the Rock-n-Roll Marathon. A video of the Rock-n-Roll Marathon was shown to the Board. Elite Racing has 11 road races throughout the United States. They have 75 local employees. Last year there were 22,000 entrants. In 2007, 43,000 people traveled to San Diego for the event. 80% stayed in hotels an average of 2.5 nights. Currently, the return on investment ratio is 250:1. Based on the new request, the return on investment ratio would be 13:1. Lorin Stewart told the Board there would be two items to vote on: funding \$9,759 baseline and funding \$187,500 incremental. Bill Evans asked why the event is not moved to the off season. Mr. Herring answered that it was difficult to schedule for runners and vendors. Bob Rauch stated that 5% of budget is for this event, what is the net profit for the event. Mr. Herring answered that this year the net profit was under \$100,000. Joe Terzi asked if there was an opportunity for a title sponsor. Bill Evans asked if the event could be moved to fall. Mr. Herring replied it could not. Mr. Evans also asked Mr. Herring if he could assure the group that the incremental funding will only be spent on marketing the San Diego Rock and Roll Marathon.

Vote on \$9,759: Terry Brown scored the application a 4; Bill Evans scored the application a 4; Bob Rauch scored the application a 4; Joe Terzi scored the application a 4; Luis Barrios scored the application a 4; Richard Bartell scored the application a 4.

Vote on \$187,500: Terry Brown scored the application a 3; Bill Evans scored the application a 3; Bob Rauch scored the application a 3; Joe Terzi scored the application a 3; Luis Barrios scored the application a 3; Richard Bartell scored the application a 3.

4. **FY 2009 Addendum to Annual Funding Contract:**

**San Diego Crew Classic:**

Joe LaBlanc gave a presentation to the Board about the San Diego Crew Classic. The event takes place the first weekend in April. The event began in 1973 and is one of the Top 3 rowing regatta's in the world. Each year draws 15,000 spectators and 3,560 competitors. The Tourism Marketing District funds would be used for marketing of the event. In 2008, the event brought in 3,000 room nights. The return on investment would be 93.6:1. The San Diego Crew Classic is requesting \$2,324 in funding. Room nights = 3000, ADR = \$145, Total=\$435,000.

A question was posed to Mr. LaBlanc on whether or not the materials from the Crew Classic be used to market the destination by Convis? Mr. LaBlanc answered that yes they could.

Terry Brown scored the application a 4; Bill Evans scored the application a 4; Richard Bartell scored the application a 4; Luis Barrios scored the application a 4; Joe Terzi scored the application a 4; Bob Rauch scored the application a 4.

5. **SDTPC Marketing Advisory Committee**

Terry Brown introduced to the Board the idea of a Marketing Advisory Committee. In addition, he referred to the September 24, 2008 SDTPC chairman letter to Lorin Stewart. Bob Rauch recommended that the Board ask Convis if the Board could do this through the Convis Marketing Committee. Joe

Terzi stated that he agreed with Mr. Rauch. Mr. Terzi stated that since Convis is the main “control point” for marketing the destination, the Board should ask about a merged group. Bill Evans suggested a smaller group made up of 3 attractions, Convis, San Diego North, and SDTPC. Richard Bartell applauded the chair and the letter. Mr. Bartell stated that the Chair should be congratulated on pushing the Board to be proactive, saying that “our constituency of hotels expects us to be proactive.” Mr Bartell continued, saying that he thought Mr. Evans would make a great chair and that Convis is important and should be at the table. However Mr. Bartell said he thinks the Board should form their own committee and that he is open to the size. Luis Barrios agreed the Board should have their own committee and maybe a small one. Terry Brown stated that the Convis is the “800 pound gorilla” and must be a major part. Mr. Brown did not think the Board should defer to Convis stating the constituency wants the Board to be active. Joe Terzi asked if the focus was on the next 24 months or focused on a long term. Bill Evans stated that the Board must have greater coordination between Sea World and Zoo, and Convis must do both. Luis Barrios said Convis must develop short term strategies and that the Board needs to focus on long term vision. A motion was made by Terry Brown to establish advisory marketing committee. Luis Barrios seconded the motion. Yes 5, No 1, Abstain 0.  
Terry Brown made a motion for Bill Evans to Chair the committee. The motion was seconded by Bob Rauch. Yes 6, No 0, Abstain 0.

### Informational Items:

#### Chairman’s Report

Lorin Stewart reviewed the proposed schedule for the next three months.

#### Treasurer’s Report

Joe Terzi did a review of the budget allocations. The current projection is a total of \$28.2 million for the year. Approximately \$5.5 million in incremental funds and \$1.4 million in Catastrophic funds. Bob Rauch had questions regarding the Balance sheet and the Cash on hand. Lorin Stewart commented that a presentation on financials would be at the next meeting. The cash in the Treasury is \$9.8 million.

#### Executive Director’s Report

Lorin Stewart reviewed with the Board the RFP for legal services.

John Lambeth reviewed the Brown Act with the Board. Also, Mr. Lambeth reviewed internal rules about discouraging conversations with applicants and disclosing such conversations. Joe Terzi asked if Convis is required to meet RFP requirements. John Lambeth answered that Convis is required to comply to the extent required by the city.

**CONSENT:**

5. None

6. Motion to Adjourn

The meeting was adjourned by Chairman Brown without objection at 10:52 a.m.

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

Date \_\_\_\_\_