



**BOARD OF DIRECTORS MEETING
San Diego Convention Center Corporation, Board Room
111 W Harbor Drive, San Diego CA 92101
Thursday, November 6, 2008 10:00 a.m.**

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 10:05 a.m.

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

Board members absent: Moshen Khaleghi, and Patrick Duffy.

Also in attendance: Lorin Stewart, Executive Director, Jere Batten, Batten Accountancy Inc., and John Lambeth, legal counsel.

PUBLIC COMMENT: none

ACTION ITEMS:

There were no changes to the Minutes from the SDTPC Board of Directors meeting of October 27, 2008. A motion was made by Bob Rauch to approve the minutes. There was a second by Luis Barrios. Yes 7, No 0, Abstain 0.

SDTPC Bylaws Revision:

John Lambeth reviewed the clean-up changes to the Bylaws. Richard Bartell asked for a clarification on the quorum section. Mr. Lambeth stated that the new version complies with the Brown Act requirements. A motion was made by Ray Warren to approve the edits to the Bylaws. A second on the motion came from Richard Bartell. Yes 7, No 0, Abstain 0.

FY 2009 Addendum to Annual Funding Contract:

Accessible San Diego

The Board heard a presentation from Wes Johnson and Tom Sayer, chair, of Accessible San Diego. The objective of Accessible San Diego is to improve access and market San Diego to seniors and people with disabilities. They are seeking money to invest in access marketing. Accessible San Diego is focused on return on investment. They do not book rooms directly. They focus on providing information and referrals. They estimate that the total amount of travelers with handicaps to San Diego during the first six months of this year amounts to \$8.9 million. In the future Accessible San Diego might seek \$350,000 in incremental funding. However, their request for the Fiscal Year 2009 is \$32,520. The return on investment is 21 to 1, and projected revenue is \$1,380,820. Several Board members indicated to Mr. Johnson that he must focus on new room nights that Accessible San Diego can generate if the Tourism Management District grants additional funding. The Board then scored the incremental funding request of \$32,520 for FY2009: 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, Ray Warren scored the application a 3, Joe Terzi

scored the application a 4, and Bob Rauch scored the application a 4. The average score was 3.857.

FY 2009 Addendum to Annual Funding Contract:

San Diego Film Commission:

Cathy Anderson from the Film Commission presented to the Board. The Film Commission acts as the concierge for the film industry. In 2008, there were more feature films made than any other time period. Ms. Anderson then showed a film to the Board. According to the travel industry association, in the United States 5.1 million adults per year selected a vacation destination based on a place they saw in a movie. For the Fiscal Year 2009 the film Commission is requesting \$330,908 for six months. The total budget is about \$785,000 for the year. Joe Terzi asked about their other funding sources. Ms. Anderson explained that the commission receives \$70,000 from the Port Authority for San Diego and \$40,000 from the County of San Diego. Ms. Anderson indicated that due to budget cuts from the City of San Diego, the Film Commission cannot pursue many of the initiatives that they formerly did. The reported return on investment for the first quarter is 7 to 1. The direct revenue is estimated at \$1,216,550. For the funding request of \$330,908 for the second half of the fiscal year 2009, the return on investment would be 6 to 1. Ray Warren asked who San Diego's primary competitor in this market is. Ms. Anderson answered Louisiana, New Mexico, New York and Canada. Bob Rauch asked about further refinement in calculation of 5.1 million people who are setting vacations based on movies. Ms. Anderson stated that it is very difficult to obtain any better data on this information. Joe Terzi stated that the TPC has a very specific charge and that the board must principally evaluate room night generation. Terry Brown asked if it would be possible for the Film Commission to hire sales people and send them out to measure results. Ms. Anderson replied that more sales people would generate more sales. The board discussed the need to substitute return on investment. The Board then scored the application based on half of 2009 funding: Bob Rauch scored the application a 3, Joe Terzi scored the application a 3, Ray Warren scored the application a 3, Terry Brown scored the application a 3, Bill Evans scored the application a 4, Richard Bartell scored the application a 3, and Luis Barrios scored the application a 3. The average score on the application was 3.142

FY 2009 Addendum to Annual Funding Contract:

San Diego Sports Commission:

Alan Kidd, who gave the presentation, explained that the Sports Commission was a new organization which combined the Hall of Champions and the International Sports Council. San Diego has a great opportunity to attract sporting events. The Hall of Champions has successfully brought in \$500,000 per year in revenues from events held at the hall. The group is focused on strategically developing San Diego's own annual sporting events. They want to focus on multi-year agreements with an emphasis on events in the shoulder season. They also want to focus on supporting existing events that happen in San Diego. The Commission is in the process of building a sports marketing company and building a financial reserve. The commission would like to generate 20,000 new room nights each of the next five years, create a working model for the city, and focus on consistency by 2010. Ray Warren commented that the commission gave a great presentation and asked who is a model city for sports. Mr. Kidd answered that it depends on what level of sporting events you are seeking whether it's NCAA, USOC or youth sports, but some model cities he pointed out were Dallas, Minnesota, Seattle and Riverside. Mr. Kidd also mentioned that there are over 400 sports commissions and that San Diego was

selected as one of five NCAA championship cities. The Board then scored the Sports Commission's request for \$110,000 for six months of Fiscal year 2009: 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, Ray Warren scored the application a 4, Joe Terzi scored the application a 4, and Bob Rauch scored the application a 4. The average score for the application was a 4.

FY 2009 Addenda Scoring Review and Funding Allocations

Lorin Stewart reviewed with the Board all of the Fiscal Year 2009, second half of the year, funding requests and scoring averages. Mr. Stewart reminded the Board that scoring does not guarantee the funding level. Joe Terzi thanked all of the applicants. A motion was made by Joe Terzi to fund all organizations at requested amount. A second on the motion was made by Ray Warren. Bob Rauch stated that normally he would not want to move on all applications as a "slate", but that this was an exception based upon the total amount requested, and the availability of funds for FY09. He noted that this "first round" effort put forth by the organizations was to be commended. Yes 6, No 0, Abstain 0.

Informational Items:

Chairman's Report

Terry Brown reviewed the upcoming meeting schedule with the Board

Treasurer's Report

Joe Terzi did a review of the budget for Fiscal Year 2010. SDTPC will have \$1.9 million available in catastrophe funds and \$8.2 available for funding requests. Mr. Terzi explained that the Board considered \$700,000 today and if that amount was approved then there would be \$7.5 million left. Ray Warren asked about revenue per available room.

Executive Director's Report

Lorin Stewart discussed the upcoming meetings and the document titled "SDTPC Marketing Advisory Committee."

CONSENT:

None

Motion to Adjourn

The meeting was adjourned by Chairman Brown without objection at 12:05 p.m.

Approved _____
Luis Barrios, Secretary

Date _____