



SPECIAL BOARD OF DIRECTORS MEETING
Bahia Resort Hotel: Shell / Ventana Rooms
998 West Mission Bay Drive, San Diego CA 92109
Friday, July 17, 2009
9:00 a.m. – 12:30 p.m.

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 minutes from the June 12, 2009 SDTPC Board meeting.

SDTPC FY 2010 Officers Election:

Nominations, discussion, and election with direction from SDTPC attorney, John Lambeth.

SDTPC Approval of FY 2010 Regular Board Meeting Schedule:

Review and approve FY 2010 Regular Board meeting schedule.

FY 2010 Application Plan / Timeline

Review and approve general application direction and timeline for FY 2011 Funding Cycle.

Selection of Audit Company for Fy 2009 audit.

Review three proposals and approve Audit Firm to conduct FY 2009 SDTPC Financial Audit.

Banking Online Proposals and Selection:

Review two proposals and approve online banking services.

Communications Company Selection:

Review four proposals from RFP and approve a communications company to retain.

FY 2009 Contract Ammendments for Vendor-Direct Payments:

Ammend FY 2009 contracts listed to allow for large media buys and incremental contracts.

- a. San Diego North for large media buys
- b. San Diego Sports Commission for RedBull Air Races and USA Sevens

FY 2010 Budget Revisions Reflecting Board Direction/ Final Funding Approval:

Formal approval of the revised budgets resulting from SDTPC Board FY 2010 funding approvals.

- c. Accessible SD Incremental: from \$126,473 to \$30,000.
 - i. FY 2009 redistribution of "Technology" to "Core Funding" per SDTPC
 - d. CONVIS Incremental: Restaurant Week from \$76,941 to \$50,000
 - e. SD Natural History Museum from \$300,000 to \$150,000
 - f. SD Bay Wine and Food Festival: From \$75,000 to 50,000
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Balboa Park 2015 Centennial Celebration Development Funds:

Following direction from the SDTPC Board at its April 28, 2009 meeting, a preliminary plan for funding will be presented by director Bill Evans, Chairman of the SDTPC Marketing Advisory Committee, for FY 2010 funding consideration.

CONVIS FY 2010 Base Budget Detail Review and Approval:

Formal approval of the revised FY 2010 budget resulting from the ConVis internal budget review and enhanced budget format under the new executive leadership.

CONVIS FY 2009 Contract Reimbursement Percentage for Previous CEO:

Formal action on TMD's percentage allocation of ConVis contract obligation for David Peckinpugh's contract "buy-out" in Fy 2009.

CONVIS: Fy 2009 "Roll-Over" Funding Approval for Incremental Programs:

- g. UK Promotion
- h. SDOTMA / SanDiego.com

FY 2010 INCREMENTAL Funding Application Review:

CONVIS: Arizona Promotion: Per SDTPC Board direction at the June 12, 2009 SDTPC meeting, ConVis is returning with an incremental proposal for an Arizona promotion.

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed and discussed. Funding may be recommended for approval.

FY 2010 INCREMENTAL Funding Application Review:

CONVIS: San Diego East County Promotion. As announced at the June 12, 2009 SDTPC meeting, ConVis is returning with an incremental proposal for the SD East County promotion.

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed and discussed. Funding may be recommended for approval.

Informational Items:

Chairman's Report:

- Next Meeting: September 17, 2009

Brown

Executive Director's Report:

- FY 2010 Insurance status
- FY 2010 Contract status
- FY 2009 Year End ROI reports due August 31, 2009...
 - o City review in October

Stewart

Adjournment:

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.