

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS MEETING  
Bahia Resort Hotel, Del Mar Room  
998 West Mission Bay Drive, San Diego, CA 92109  
Friday, June 15, 2012  
9:05 a.m. to 9:39 a.m.

MINUTES

Roll Call

C. Terry Brown, Chairman, called the meeting to order at 9:05 a.m.

Board members present: Terry Brown, Bob Rauch, Luis Barrios, Patrick Duffy, Bill Evans, Mohsen Khalegi, John Schafer, and Richard Bartell.

Board members absent: Keri Robinson.

Also in attendance: Lorin Stewart, Executive Directors; Jere Batten, Batten Accountancy; John Lambeth, Civitas Advisors.

John Lambeth reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. Mr. Lambeth stated that Board members are discouraged from speaking with applications and must disclose any communications they have had with an applicant. Mr. Lambeth also informed the Board of the rules associated with recusal.

PUBLIC COMMENT

None.

INFORMATIONAL ITEMS

1. TMD Renewal Process: John Lambeth reported that the TMD renewal is progressing. The petition drive is expected to begin in August, with the final hearing in November.
2. Budget and Finance Committee / City Council status of FY 2013 pt. 1 SDTMD Budget: Lorin Stewart gave background on the budget and finance committee report.

ACTION ITEMS

1. Approval of Minutes: A motion was made by Patrick Duffy to approve the minutes. There was a second from Luis Barrios. Yes 8, No 0, Abstain 0.
2. FY 2013 Board Election Results Certification: John Lambeth read the election results. The top four vote earners were Luis Barrios, William Evans and Keri A. Robinson. Richard Bartell motioned to certify the results; there was a second from Mohsen Khalegi. Yes 8, No 0, Abstain 0.
3. FY 2012 Budget Line Item Adjustments – SD ConVis: Lorin provided background on the FY 2012 budget line item adjustment. Bill Evans stated that this is a good use of TMD funds. There was a motion by Patrick Duffy to approve the adjustment; there was a second by Mohsen Kahlegi. Yes 8, No 0, Abstain 0.

4. FY 2012 Budget Line Item Adjustments – SD Sports Commission: Lorin Stewart presented the item. Luis Barrios moved to approve the adjustment; there was a second by John Shafer. Yes 8, No 0, Abstain 0.

5. Incremental Application Presentations – SD ConVis: Joe Terzi talked about the Asian Market opportunities and the new Japan Airlines flight to start in December. This adds to the British Airways flight that started last July. ConVis is requesting \$250,000 from the TMD for a marketing plan in Asia. These efforts build on the efforts of Brand USA and Visit California.

Bill Evans asked about the need for a second push later. Joe Terzi said they would consider. Richard Bartell asked about the source of these funds. Bartell reported that there was \$300,000 left in incremental.

There was a motion to approve by Bill Evans and a second by Luis Barrios. Yes 8, No 0, Abstain 0.

Joe Terzi presented about co-op spend with Sea World. Sea World put up \$525,000 and asked for a \$275,000 match from ConVis and SDTMD. Bob Rauch expressed concern about the timing; he wanted to avoid setting a precedent. There was a motion to approve the request by Bob Rauch and a second by Bill Evans. Yes 8, No 0, Abstain 0.

Joe Terzi presented on the Film Commission background. They are asking for \$100,000 from the TMD, and money from the City and County. The ROI will be in excess of 10:1. Terre Brown said this was a significant improvement of ROI. Richard Bartell stated that this is the right direction. There was a motion to approve by Luis Barrios and a second by Bob Rauch. Yes 8, No 0, Abstain 0.

6. SDTMD Budget Items: Terry Brown gave background on litigation threats. Richard Bartell said that we need to have money to defend the TMD. Richard Bartell moved that the opportunity / catastrophe funds be made available for legal defense costs associated with threatened or actual litigation related to the renewed TMD, there was a second by Bob Rauch. Yes 8, No 0, Abstain 0.

The next meeting is in July. The meeting was adjourned by Chairman Brown without objection at 9:39a.m.

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

Date \_\_\_\_\_