

**SAN DIEGO TOURISM PROMOTION CORPORATION  
BOARD OF DIRECTORS MEETING  
Offices of the San Diego Convention & Visitors Bureau  
2215 India Street, San Diego CA 92101  
Wednesday, May 14, 2008, 10:00 a.m.**

**MINUTES**

**1. Roll Call**

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

**Board members present: Richard Bartell, C. Terry Brown, Patrick Duffy, Bill Evans, and Joe Terzi**

**Board members absent: Luis Barrios, Mohsen Khaleghi, Bob Rauch, Ray Warren**

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

**The Minutes from the SDTPC Board of Directors meeting of April 24, 2008 were approved without corrections. Yes 5, No 0, Abstain 0.**

**ACTION ITEMS:**

**2. SDTPC Participation on Boards**

**A motion was made by Patrick Duffy with a second by Richard Bartell to continue this item to the May 21 board meeting. Yes 5, No 0, Abstain 0.**

**3. Meeting Calendar**

**Due to multiple scheduling conflicts, the July 3, 2008 Board Meeting was moved to July 24<sup>th</sup>. A motion was made by Patrick Duffy with a second by Bill Evans. Yes 5, No 0, Abstain 0.**

**4. Job Description for CPA/Bookkeeper**

**The scope of work description for CPA/Bookkeeper was reviewed. A motion was made by Patrick Duffy with a second by Bill Evans to approve the scope of work description. Yes 5, No 0, Abstain 0.**

**5. SDTPC Office Space**

**The Board discussed the Bid requirements in the contract with the City of San Diego. The Board had a discussion on rental of office space. Three proposals requested; four alternatives provided. Regis did not respond. A motion was made by Joe Terzi with a second from Bill Evans to approve moving forward with a lease at the Premier Mission Valley office location. Yes 5, No 0, Abstain 0.**

**6. Request for Reimbursement**

**Mike McDowell discussed the reimbursement of costs. City reported advance and reimbursement is in process. A motion was made by Bill Evans with a second from Patrick Duffy to approve the reimbursement request. Yes 5, No 0, Abstain 0.**

**Information/Presentations:**

7. **San Diego Convention and Visitor's Bureau fixed-allocation funding presentation**  
New budgeted staffer, new programs; participation in conferences; Lead generation; booking promotion activities.
1. Staff Positions
  2. Drive demand in meetings market
  3. Sales force development, including research on "sales development market analysis."
  4. Meetings market client events
  5. TIA Initiative: discoveramerica.com; poweroftravel.org; \$200 million in US Funds; Visa Waiver program
  6. International Travel Trade: Japan mission; Australia/New Zealand mission; Berlin and China; Western Canada and Mexico.
  7. G & A Support Service
- Performance indicators as how we are doing toward our strategic plan  
Performance Measures:  
FY 08 Leverage: National Public Relations - \$9.7 Million; Promotional Program - \$2 Million; Cooperative Advantage \$ 2 Million.  
Distinguishing between leads and referrals.  
Generate Visitor Inquiry 3.3 Million  
Generate Travel Industry Sales 850,000  
Hotel Meetings Dev. Room nights 675,000  
Generate Hotel Meetings Sales Leads 3,300  
Budget Timeline: Finance Committee May 22; Executive Committee June 12; Board June 19.  
Total Budget \$18 Million (including private sources)  
Bill Evans suggested budget and supplemental be integrated.  
Joe Terzi stated that even if there is no application yet, early information would be helpful.  
City – once contract is in place with Con/Vis, then Con/Vis can put request in to the city and the city can pay.

8. **Treasure's Report**

<u>Projected</u>	<u>Actual</u>	<u>Income</u>
2.16 Million	1.926 Million	Jan 95.5% of Projected
2.564 Million	2.139 Million	Feb 83% of Projected
2.630 Million	2.372 Million	Mar 90 % of Projected
	\$6.437 Million (In Bank) (\$773,000)	89% of Projected collection

**CONSENT:**

9. None

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**10. Motion to Adjourn**

**There was a motion to adjourn. The meeting was adjourned without objection.**

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

**Date \_\_\_\_\_**