

**SAN DIEGO TOURISM PROMOTION CORPORATION
BOARD OF DIRECTORS MEETING**

**San Diego Convention Center Corporation, Board Room
111 W. Harbor Drive, San Diego CA 92101
Wednesday, May 21, 2008, 10:30 a.m.**

MINUTES

1. Roll Call

C. Terry Brown, Chairman, called the meeting to order at 10:30 a.m.

Board members present: Bob Rauch, Richard Bartell, C. Terry Brown, Patrick Duffy, Bill Evans, Mohsen Khaleghi, and Ray Warren

Board members absent: Luis Barrios and Joe Terzi

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

The Minutes from the SDTPC Board of Directors meeting of May 14, 2008 were approved with a minor grammatical correction. A motion to approve the minutes was made by Richard Bartell with a second from Ray Warren. Yes 7, No 0, Abstain 0.

2. PUBLIC COMMENT: None

ACTION ITEMS:

3. SDTPC Participation on Boards

John Lambeth explained the draft bylaws amendment to preclude directors from serving on the boards of recipient organizations. Bob Rauch expressed an objection to language that would exclude directorships on the San Diego North or Holiday Bowl Board. There was no objection to having directors not serve on the Convention and Visitor's Bureau Board. The Board discussed precluding directorships on organizations that have variable funding opportunities from SDTPC. Directorships on San Diego North, the only organization with "capped fixed funding" would not be precluded. A motion was made by Ray Warren with a second from Patrick Duffy to approve the Bylaws amendment as stated above. Yes 7, No 0, Abstain 0.

4. Job of CPA/Bookkeeper

Lorin Stewart went through the CPA/Bookkeeper proposals. A motion was made by Bob Rauch with a second from Mohsen Khaleghi to select Batten Accountancy for the CPA/Bookkeeper contract service. Yes 7, No 0, Abstain 0.

5. Continuation of Services

The Board discussed the continuation of legal services provided by John Lambeth/ Downtown Resources through the beginning of the operational phase. A motion was made by Richard Bartell with a second from Ray Warren to continue services based on the proposal received by the Board. Yes 7, No 0, Abstain 0.

6. **ASAE Host Committee Request
Presentation on ASAE**
ASAE first began in 1999 – Significant bookings resulted. The Board discussed the ROI to the hotels from this event. The goal with ASAE is to capture \$1 billion in total economic impact in association meeting and convention bookings over the next five years. There was discussion among the Board about a proper amount for the ASAE event. It was agreed that this is an important event to the assessees. A motion was made by Bob Rauch to move approval of \$500,000 to Con/Vis for ASAE, with a second from Bill Evans. Yes 7, No 0, Abstain 0.
7. **CONVIS Funding Advance Request**
The Board discussed the need for funding advance for Con/Vis pending a signed contract. The Board continued with discussion of contract, authority and limitations in the contract. A motion was made by Ray Warren with a second from Patrick Duffy to approve the advance of \$2 million to Con/Vis. Yes 7. No 0, Abstain 0.

Information/Presentations:

8. **Executive Director's Report**
Board scheduling and operation information was presented by Lorin Stewart. Lorin distributed copies of SDTPC documents to the Board. Lorin reported insurance is in process and contingent upon finalization of the new office address. Lorin reported these documents should be back to Board by the next meeting.
9. **San Diego North CVB Presentation**
Cami Mattson gave an informative presentation to the Board on San Diego North's tourism promotion program. San Diego North CVB is positioned as a Resort Destination to compliment Downtown. They have been focused on ROI to stakeholders. They are in the process of hiring a new VP of Sales and Marketing, an advertising agency, and a web company to redesign website. They will be upgrading technology within their office – utilizing Oracle – Similar to Con/Vis. They are hiring a director of Finance, as well. Also, Cami detailed efforts to drive impulse travel.

CONSENT:

10. None
11. **Motion to Adjourn**
There was a motion to adjourn with a second from Ray Warren. The meeting was adjourned without objection.

Approved _____
Luis Barrios, Secretary

Date _____