

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING
Bahia Resort Hotel, Shell Room
998 West Mission Bay Drive, San Diego, CA 92109
Friday, February 8, 2013
9:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:00 a.m.

Board members present: Terry Brown, Bob Rauch, Luis Barrios, John Schafer, Keri Robinson, Patrick Duffy, Mohsen Khaleghi, and Richard Bartell.

Board members absent: Bill Evans.

Also in attendance: Lorin Stewart, Executive Director; 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.

CLOSED SESSION

Chairman Terry Brown adjourned the meeting to closed session at 9:00 a.m. Chairman Brown reconvened the meeting at 10:12 a.m.

John Lambeth reported out on one action taken in closed session. Chairman Brown was authorized to send a letter to Mayor Filner regarding signing the agreement between the TMD and City.

PUBLIC COMMENT

San Diego 2015 Celebration: Kevin Swanson asked for a correction of the minutes. He reported that he has nothing to do with Balboa Park. They are interested in the San Diego 2015 celebration and asking for \$500.

INFORMATIONAL ITEMS

1. TMD Status: John Lambeth reported that the TMD was approved by Council in November. There are two ongoing lawsuits, but collections are continuing.
2. Updated SDTMD FY2013 PT2 Cash Flow Analysis: No report was made.

ACTION ITEMS

1. Approval of Minutes: A motion was made by Bob Rauch to approve the January 4, 2013 minutes as amended to "San Diego 2105" instead of "Balboa Park." There was a second from Richard Bartell. Yes 8, No 0, Abstain 0.

A motion was made by Patrick Duffy to approve the January 23, 2013 minutes. There was a second from John Schafer. Yes 8, No 0, Abstain 0.

2. FY 2012 Performance Reports: Doug Clevinger from Redwitz reported on performance reports. Chairman Brown asked about Bayfair's ROI of 58:1. Doug explained the process for determining ROI and how the audit was conducted.

Richard Bartell asked about Maritime Museum going from 38:1 to 5:1. Doug Clevinger responded that they were conservative in their counting and attracted fewer overnight stays.

There was a motion to approve the performance reports by Luis Barrios, and a second by Richard Bartell. Yes 8, No 0, Abstain 0.

3. FY 2013 PT1 San Diego Tourism Marketing District: Jere reported that there is \$342,019 projected to remain as of March 31, 2013. Jere reviewed monies to be spent for the opportunity/catastrophe fund, including \$1.5M in legal retainers and support activities, \$200k in renewal costs, and \$65k for the ROI audits. A motion was made by John Schafer to approve the budget revisions, with a second by Luis Barrios. Yes 8, No 0, Abstain 0.

4. FY 2013 PT2 San Diego Tourism Marketing District: Jere reviewed monies projected to be collected in the new District to be approximately \$11.66 million in FY13PT2. A budget for FY13PT2 for the SDTMD, SDTA, Variable Distribution Category A and Category B was presented and reviewed for approval. Terry Brown recognized the expenditure of the monies requires a new agreement with the City. A motion was made by Patrick Duffy to approve the expenditures, and a second by John Schafer. Yes 8, No 0, Abstain 0.

Jere and Chairman Brown said to be reimbursed all invoices must be submitted to the TMD no later than May 31, 2013.

5. FY 2013 PT1 San Diego Tourism Authority: Luis Barrios moved to approve Part 1 of the Tourism Authority, with a second by Richard Bartell. Yes 8, No 0, Abstain 0.

6. FY 2013 PT2 San Diego Tourism Authority: Mohsen Khaleghi moved to approve Part 2 of the Tourism Authority, with a second by Patrick Duffy. Yes 8, No 0, Abstain 0.

7. FY 2014 SDTMD Application Review Timeline: Lorin presented the timeline for reviewing applications. Chairman Brown suggested that the board go through the process of reviewing applications and allocating funds. Lorin said there would be board meetings every Friday from now through March 15. Bob Rauch suggested that the meetings stay focused. There was a motion by Patrick Duffy to adopt the new schedule, and a second by Terry Brown. Luis Barrios moved to approve Part 1 of the Tourism Authority, and a second by Richard Bartell. Yes 8, No 0, Abstain 0.

The meeting was adjourned by Chairman Brown without objection at 10:55 a.m.

Approved _____
Luis Barrios, Secretary

Date _____