

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, May 24, 2013  
9:00 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:06 a.m.

Board members present: Terry Brown, Mohsen Khaleghi, Bill Evans, Luis Barrios, Richard Bartell, and Keri Robinson.

Board members absent: Patrick Duffy, Bob Rauch, and John Schafer.

Also in attendance: Jere Batten, Batten Accountancy; Lorin Stewart, Executive Director; and John Lambeth, attorney.

CLOSED SESSION ITEMS

Mr. Lambeth stated the items to be discussed in closed session.

The meeting was adjourned to closed session at 9:08 a.m.

CALL TO ORDER

Open session called to order at 10:15 a.m.

CLOSED SESSION REPORT

No reportable actions in closed session.

INTRODUCTIONS

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 applicants 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

No public comment.

ACTION ITEMS

1. 2. A motion was made by Mr. Bartell to approve the consent agenda items. There was a second by Mr. Barrios. Yes 6, No 0, Abstain 0.

3. Approval of Minutes: A motion was made by Mr. Barrios to approve minutes for April 9, 15, 17, and May 3. There was a second from Mr. Bartell. Yes 6, No 0, Abstain 0.

4. TMD Forecast: Bill Evans asked about the status of funding from the City collected pursuant to the 2012 management district plan. Meredith Dibden-Brown said she has submitted a request to the Mayor and she has not heard from the Mayor yet. Mr. Brown asked Meredith Dibden-Brown if the City was waiting on TMD for any documents in order to release funds. Meredith said “no.”

Mr. Brown announced he has signed waivers that he is submitting. Mr. Bartell announced that he and Bill Evans have signed waivers.

Mr. Stewart presented the forecast and Mr. Evans expressed concern about the projections. Joe Terzi reported there has been no advertising since November 2012. Ms. Robinson said that room nights are down significantly. Mr. Barrios confirmed by stating that overnight stays are down. Mr. Bartell said that they have a diverse set of properties and that the projections are unrealistic. He said the market is soft and revenues are going down. Mr. Evans explained that the revenues are down.

Mr. Khaleghi gave an update on revenue per available room (RevPar) for San Francisco, Anaheim, Los Angeles, San Diego, and the national average.

	APRIL	YTD
SAN FRANCISCO	+ 30%	+ 12%
ANAHEIM	+ 13.6 %	+ 11%
LOS ANGELES	+ 10.4 %	+ 10.7 %
SAN DIEGO	+ 3.5 %	+ 2 %
NATIONAL AVERAGE	+ 8.3 %	+ 8.3 %

Mr. Khaleghi stated that TMD funds spent by San Francisco, Anaheim, and Los Angeles are making a difference.

Mr. Brown asked Board members to give feedback on appropriate revenue projections. Bill Evans said that there was a need for better projections. Mr. Bartell suggested that staff come back with revised numbers. Mr. Evans said that the detrimental impact of reductions will be felt for several years. Mr. Brown suggested that the revenue projections be revised and brought back at next week’s meeting.

Mr. Brown made a motion to move that a TMD subcommittee develop new projections to bring back to the Board. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

Jerry Braun asked if the TMD was going to give BPCI a number for the application. Mr. Brown stated that the TMD will provide two numbers: Total projected revenue for the TMD and total projected revenue less the projected hold back due to the waivers. Mr. Lambeth stated that BPCI’s funding request would be reviewed in open session and that all funding decisions will be made in open session. Mr. Bartell said that the TMD is trying to develop accurate projections. Mr. Evans asked about the ROI from the proposed BPCI activities. Mr. Bartell said the BPCI marketing plan is exciting and that the TMD was looking forward to working with BPCI.

Joe Terzi said it would help the San Diego Tourism Authority to have a realistic projection so that they can base their budgeting decisions on likely funding.

Mr. Brown moved to set a special meeting for May 31st at (8:00 a.m. closed session, 9:00 a.m. open session) and to continue agenda items 4, 5, 6, 7, and 8 to the May 31st meeting. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

The meeting was adjourned without objection at 11:09 a.m.

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

Date \_\_\_\_\_