

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: December 13, 2013  
1:30 p.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 1:36 p.m.

Board members present: Terry Brown, Thomas Voss, John Schafer, Jody Blackinton, Bill Evans, Patrick Duffy, Keri Robinson.

Board members absent: Luis Barrios, Richard Bartell.

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

CLOSED SESSION ITEMS

There was no public comment on the closed session agenda items.

Chairman Brown stated the items to be discussed in closed session.

The meeting was adjourned to closed session at 1:37 p.m.

CALL TO ORDER

Open session called to order at 2:16 p.m.

CLOSED SESSION REPORT

John Lambeth stated that there were no reportable items from the 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

Jerry Sanders spoke in favor of the Balboa Park Centennial Celebration.

INFORMATIONAL ITEMS

1) BPCI Presentation Update: Terry Brown gave general background and asked that BPCI meet with the marketing committee in January. Ben Clay, chair of BPCI, gave information about BPCI and

thanked the TMD for its support. He reported that they have met with the Smithsonian, the Navy, and the Marine Corps. He discussed re-inviting the tall ships.

There are now 10 million visitors to the park. They would like to increase this to 16 million. 100 events are planned. He summarized the events and activities. He showed a video on the BP celebration.

John DeBello said that BPCI will create ROI for the TMD. He discussed the media strategy. He discussed the partnerships with other organizations.

Phase I – April – August – Marketing analysis and research

Phase II – September 2013 – June 2014  
Establish and enhance the brand  
Align with sponsor

Phase III – Feb 2014  
Implement the plan

He described the social media and video opportunities.

Julie Dubick, CEO, expressed gratitude for allowing BPCI to make a presentation.

Jodi Blackinton asked about the timeline for commitments from partners. Julie Dubick said that they must have many commitments in place by the third quarter of 2014. In January, there will be announcements that detail the commitments. Blackinton asked who is helping BPCI identify shoulder seasons. Julie said high season is in summer and shoulder season is the remainder of the year.

Tom Voss asked about private source income. Julie responded that they are working on private source funds. Julie stated that the effort will cost \$20 million and that she believes they will be successful in their efforts to raise that amount.

Keri Robinson asked about the 400,000 projected room nights. She asked about timing. Julie said San Diego State did a study. John said that they gave information about events and programming and San Diego State did an analysis. He said that the projections are plausible. Tom Voss asked about the total budget. Julie said over \$20 million. Julie said if they don't raise \$20 million, they will scale the event down. Patrick Duffy asked about the 400,000 room night projection. Julie said she would be happy to have the San Diego State representatives come back to report.

#### ACTION ITEMS

- 1) Approval of Minutes: A motion was made by Mr. Duffy to approve the meeting minutes for November 18, 2013. There was a second from Mr. Schafer. Yes 7, No 0, Abstain 0.
- 2) FY2015 SDTMD Corporation Application Review Schedule: Lorin Stewart reviewed the proposed schedule for board meetings. He proposed that the board meet on 1/24, 2/14, 2/28, 3/7, (dark in

April), 5/16, and 6/20. Mr. Schafer moved to approve the proposed schedule. There was a second from Mr. Voss. Yes 7, No 0, Abstain 0.

3) SDTA Contracting Procedure for NAFSA at the San Diego Convention: Mr. Brown gave background on this item. Mr. Schafer moved to approve \$105,000 for NAFSA convention. There was a second from Mr. Duffy. Yes 6, No 1 (Evans), Abstain 0.

4) FY 2014 SDTA Program of Work: Mr. Evans reported on the work of the marketing committee. He said the committee looked at initial funds to be released as well as the entire FY 2014 budget. The proposal is to spend \$5.4 million initially.

Joe Terzi gave general information about the \$12.5 million budget and request. Kerri Kapich talked about how to get funds to work as quickly as possible. She also discussed the most effective programs to return room nights. She discussed the OTA strategy, partnering with Sea World on their 50<sup>th</sup> anniversary, taking advantage of the Visit CA advertising, and working with Sea World on additional co-op advertising.

The advertising plan for January – March is \$5.4 million and for April – June is \$6.5 million.

Bill Evans asked for further information about the advertising. He also asked about the OTA work. He asked about the National Geographic series. Kerri gave information about the advertising, the OTA campaigns, and the National Geographic series.

Dave Kersey from Mering Carson gave a summary of the advertising campaign. Bill Evans said we are spending \$6 million in 6 months. He asked how much Vegas spends. Dave said \$20-25 million on national tv, \$15 million on spot markets, and \$4-5 million in digital video.

Kerri reviewed the FTEs. Marjorie gave background on the sales effort and the sales FTE. Bill Evans talked about the focus on new bookings and attracting new meetings. John Schafer asked about lead generation.

Rick Meza presented on the G & A expenses for SDTA. Bill Evans asked about people dedicated to working on the TMD. Rick said 2 of the 4 accounting people are dedicated to working on TMD paperwork and accounting.

Jere Batten discussed the budget.

Terry Brown made a motion to approve the SDTA request. There was a second from Patrick Duffy. Yes 7, No 0, Abstain 0.

Terry Brown made a motion to release all of the category “B” funds and the remainder out of category “A” funds for the \$6 million disbursement. There was a second from Keri Robinson. Yes 7, No 0, Abstain 0.

Terry Brown made a motion to release the waiver reserve of \$2.9 million. There was a second from Tom Voss. Yes 7, No 0, Abstain 0.

Terry Brown asked that SDTA meet with the marketing committee re: the FY 15 budget.

The meeting was adjourned without objection at 3:48 p.m.

Approved \_\_\_\_\_  
John Schafer, Secretary

Date \_\_\_\_\_