

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
Catamaran Resort Hotel & Spa: Boardroom
3999 Mission Boulevard, San Diego, CA 92109
Friday, May 16, 2014
9:30 a.m.

MINUTES

Call to Order / Introductions:

C. Terry Brown, Chairman, called the meeting to order at 9:04 a.m.

Chairman Brown indicated item #1 on the closed session agenda would be discussed in closed session.

Chairman Brown called for public comment on the closed session item.

No public comment. Adjourned to closed session at 9:05 a.m.

Reconvened at 9:55 a.m. Ms. Blackington arrived.

John Lambeth reported that the Board took no disclosable actions in closed session.

Board members present: Terry Brown, Richard Bartell, Thomas Voss, Luis Barrios, Bill Evans, Keri Robinson, John Schafer, and Jody Blackington.

Board members absent: Patrick Duffy.

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

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

- 1) Kevin Swanson: Mr. Swanson addressed the Board regarding 2015 celebrations.

INFORMATION ITEMS

- 1) Initiating RFP process for: a) Performance Compliance Audits b) Event Survey & ROI Analysis c) Communications: Lorin Stewart described the proposed RFP process, including an RFP for the CPA. He mentioned that Council approved the proposed budget. He also mentioned that there is a vendor workshop regarding the RFP on May 22, 2014.

ACTION ITEMS

1) Approval of Minutes: The March 7, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. There was a motion to approve the minutes, by Mr. Schafer. There was a second by Mr. Barrios. Yes 8, No 0, Abstain 0.

2) FY 2015 SDTMD Board Election Results Certification: John Lambeth described the election results certification process. Chairman Brown announced the top three vote getters. Mr. Evans encouraged the Board to continue to reach out to hotels and vacation rentals to encourage their participation. Mr. Voss moved to approve the election results. There was a second by Mr. Bartell. Yes 8, No 0, Abstain 0.

3) FY 2014 BPCI Termination Agreement:

Public Comment: Kevin Swanson addressed the Board regarding the TMD's support for Balboa Park Celebrations.

John Lambeth provided background on the proposed termination. Mr. Bartell moved to approve the termination agreement. There was a second by Mr. Evans. Yes 8, No 0, Abstain 0.

Mr. Evans asked if there was any funding advanced to BPCI that was not supported by financial packets submitted to the TMD. John Lambeth and Lorin Stewart indicated that all packets had been received.

4) SDTA-FY2014 Proposal for Production Costs to Support Ongoing Promotion of Balboa Park:

Public Comment: Kevin Swanson talked about resources in San Diego for the Balboa Park celebration.

Kerri Kapich presented on SDTA's discussions with others about Balboa Park celebration opportunities. She provided information on the "I Am San Diego" documentary. She said SDTA is requesting \$200,000 for production of raw video.

Mr. Bartell asked about the total cost of production. Kerri said the total cost is approximately \$600,000. Mr. Schafer asked about TMD budgeted funds for this effort. Lorin Stewart stated that the Balboa Park budget has been approved. Mr. Barrios moved to approve the \$200,000 for the raw video. There was a second by Mr. Voss. Yes 8, No 0, Abstain 0.

5) SDTA Contracting Procedure Clarification for Previously Approved Funds: Lorin Stewart gave background on this item. This action clarifies that SDTA is the contracting entity for group meeting expenditures. Mr. Schafer moved to approve the clarification. There was a second by Mr. Barrios. Yes 8, No 0, Abstain 0.

Chairman Brown adjourned the meeting without objection at 10:25 a.m.

Approved _____
John Schafer, Secretary

Date _____