

SAN DIEGO TOURISM PROMOTION CORPORATION

SPECIAL BOARD OF DIRECTORS MEETING
Bahia Resort Hotel: Shell / Ventana Rooms
998 West Mission Bay Drive, San Diego CA 92109
Friday, August 7, 2009
9:00 a.m. – 12:30 p.m.

Call to Order / Introductions:

Chairman C.Terry Brown

Public Comment:

Public Comment for ALL items on or not otherwise on the Agenda

Brown

Action Items:

Brown

01) Approval of Minutes:

Review and approve minutes from the July 17, 2009 SDTPC Board meeting.

02) Catastrophe Language:

Per the direction of the Board at the July 17, 2009 meeting: SDTPC attorney, John Lambeth, has drafted revised FY 2010 "catastrophe" contract language for approval.

03) SDTPC vs. SDTMD Name:

Review the current corporation name and consider changing the "San Diego Tourism Promotion Corporation" to the "San Diego Tourism Marketing District Corporation" to eliminate/ reduce confusion.

04) FY 2010 Revised TMD Projections and Contract Allocations Review:

After the shortfall of May / June 2009 TMD collections reported at the July 17, 2009 meeting, the Board identified an ad-hoc task force to re-evaluate the FY 2010 revenue / collection projections against most current market forecasts. The board will review the task force's new FY 2010 projections and the FY 2009 year-end carryover to determine the available funds for FY2010. Depending on the revised projections, FY 2010 contract allocation adjustments may be required.

05) CONVIS: FY 2009 "Roll-Over" Funding for Incremental Programs:

- a. UK Promotion
- b. SDOTMA / SanDiego.com

At the July 17, 2009 Board Meeting, these programs were reviewed and discussed; however, any funding decision was postponed until the ad hoc committee returned with the revised FY 2010 TMD collection forecast (see "Agenda Item 4" above).

06) FY 2010 INCREMENTAL Funding Application Review:

CONVIS: Arizona Promotion: Per SDTPC Board direction at the June 12, 2009 SDTPC meeting, ConVis is returning with an incremental proposal for an Arizona promotion. This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed and discussed. Funding may be recommended for approval.

At the July 17, 2009 Board Meeting, this proposal was reviewed and discussed; however, any funding decision was postponed until the ad-hoc committee returned with the revised FY 2010 TMD collection (see "Agenda Item 4" above).

07) FY 2010 INCREMENTAL Funding Application Review:

CONVIS: San Diego East County Promotion. As announced at the June 12, 2009 SDTPC meeting, ConVis is returning with an incremental proposal for the SD East County promotion.

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed and discussed. Funding may be recommended for approval.

At the July 17, 2009 Board Meeting, this proposal was reviewed and discussed; however, any funding decision was postponed until the ad-hoc committee returned with the revised FY 2010 TMD collection (see "Agenda Item 4" above).

Informational Items:

Chairman's Report:

- Next Meeting: September 17, 2009

Brown

Executive Director's Report:

- Contract timeline
- Communications Update

Stewart

Adjournment:

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts Agendas at 111 Harbor Dr., San Diego, CA 92101. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.