

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Catamaran Resort Hotel & Spa: Rousseau (Center) Room  
3999 Mission Boulevard, San Diego, CA 92109  
Friday, September 19, 2014  
9:00 a.m.

MINUTES

CALL TO ORDER:

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

Board members present: Terry Brown, Richard Bartell, Jody Blackington, Bill Evans, Matt Greene, John Schafer and Thomas Voss.

Board member absent: Luis Barrios and Keri Robinson.

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

Chairman Brown asked for public comment on closed session item. There were no public comments.

Chairman Brown announced that the Board will be discussing item 1 on the closed session agenda.

Adjourned to closed session at 9:07 a.m.

Reconvened open session at 10:13 a.m.

John Lambeth reported that the Board took 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

There were no public comments.

CONSENT ITEMS

- 1) Tourism Economics TMD Research: Chairman Brown moved to approve the research. There was a second by Mr. Bartell. Yes 7, No 0, Abstain 0.

INFORMATION ITEMS

- 1) San Diego Tourism Authority – Update on Balboa Park film production and branding efforts: Mr. Terzi reported on the film efforts previously approved by the Board. Mr. Evans asked about

rights for usage for film. Mr. Terzi explained the rights that were negotiated with National Geographic.

#### ACTION ITEMS

- 1) Approval of Minutes: The August 22, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Schafer moved to approve the minutes. Ms. Blackington seconded the motion. Yes 7, No 0, Abstain 0.
- 2) SDTMD Corporation – Clerical Budget Line Item Revisions: Ms. Batten explained the changes to the administrative budget. She also discussed the budget revision for an event at the convention center. Mr. Schafer moved to approve the revisions. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 3) SDTMD Corporation – Request for Proposal (RFP) – Destination Master Plan: Chairman Brown described efforts to develop a master plan. He suggested that a committee be appointed. He suggested that Mr. Evans be chair of the committee and that it also include Ms. Blackington and Mr. Greene, the alternates shall be Mr. Brown and Mr. Bartell. Mr. Evans described the RFP and the selection process. Mr. Bartell moved to approve the RFP. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.

Lorin Stewart described revisions to the RFP. Chairman Brown moved to approve the revisions. Mr. Schafer seconded the motion. Yes 7, No 0, Abstain 0.

- 4) SDTMD Corporation – Strategic Communication Plan Framework: Chairman Brown described the effort to develop a strategic communication plan. He moved to establish an ad hoc committee to develop a strategic communication plan. Mr. Lambeth clarified that the committee will meet to develop a plan and disband. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 5) FY2015 Incremental Request: San Diego Sports Commission – Support to Secure Upcoming Sporting Events: Mike McDowell presented an overview of how sports events will fill the pipeline.

Mr. McDowell gave details on the Gay Softball World Series. He estimates 5,000 room nights. The requested contribution is \$40,500 with a ROI of 15.2:1.

Mr. Bartell disclosed he had a communication with Mr. McDowell to get details of the proposal. Mr. Schafer moved to fund the event out of the Opportunity/Catastrophe/Contingency fund. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.

Mr. McDowell gave background on the Elite Clubs Soccer U14-U23 National Championship Playoffs. For 2015, Mr. McDowell projects 8,000 room nights. The requested contribution is \$60,000 with a ROI of 16.4:1. For 2016, Mr. McDowell projects 10,000 room nights. The requested contribution is for \$60,000 with a ROI of 20.5:1.

Mr. Evans asked if it was acceptable that some room nights from the event were going outside of San Diego. Mr. Lambeth stated that SDTMD funds can only be used to drive room nights to SDTMD hotels. Another source of funds must be used to fund room night generation outside San Diego. Mr. McDowell said they have that outside funding and that they will account for the room nights. Chairman Brown moved to approve the request. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.

Mr. McDowell gave background on the Nike Premier Youth Soccer Showcase. Mr. Bartell moved to approve the Showcase. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.

- 6) FY2015 Incremental Request: San Diego Tourism Authority – Religious Conference Management Association Convention (RCMA): Mr. Terzi gave background on the association and the request. Chairman Brown moved for a budget line revision of the STDA 2015 budget to include \$25,000-\$50,000 for this event. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.

Chairman Brown adjourned the meeting without objection at 10:57 a.m.

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

Date \_\_\_\_\_