

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Bahia Resort Hotel: Del Mar Room  
998 West Mission Bay Drive, San Diego CA 92109  
Friday, December 12, 2014  
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:01 a.m.

Board members present: Terry Brown, Richard Bartell, Jody Blackinton, 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 announced that the Board will be discussing item 1 on the closed session agenda.

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

Adjourned to closed session at 9:02 a.m.

Reconvened open session at 10:08 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.

INFORMATION ITEMS

- 1) Update on RFP-Destination Master Plan Proposal: Mr. Evans gave an update on the efforts regarding the Master Plan. He stated that he will have a further report in January.
- 2) SDTMD Annual Report: Lorin Stewart gave a brief update and mentioned the report is on the SDTMD website.

ACTION ITEMS

- 1) Approval of Minutes: The November 13, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Schafer moved to approve the minutes. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- 2) FY 2015 Line-Item Revisions: Lorin Stewart gave a brief description of the budget changes. Mr. Bartell moved to approve the revisions. Chairman Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 3) SDTA FY15 Incremental Agreement Regarding Previous FY 2015 Sports Commission Program of Work: Lorin Stewart described the incremental agreement. Joe Terzi briefed the Board on the new sports related activities. Mr. Evans asked if there would be any savings. Mr. Terzi said that if there are savings, it will be small. Mr. Schafer moved to approve the incremental agreement. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 4) SDTMD Category A-2 – Sub-Region Program Refinements: Chairman Brown described the sub-region refinements. Mr. Bartell spoke about the benefits of the sub-region program. Chairman Brown moved to approve the refinements. Chairman Brown moved to direct the Executive Director to issue a Request for Proposal for the described contractor and to bring the responding proposals back to the board at the next meeting in January 2015. Mr. Schafer seconded the motion. Yes 7, No 0, Abstain 0.
- 5) FY 2016 Annual Application Presentation: SD Brewers Guild: Beer Week: Chris Kramer provided information about Beer Week for 2015. Beer Week is requesting \$74,900 from the SDTMD. They are projecting 6,943 room nights for a ROI of 13.3:1. Mr. Evans suggested that more money be spent for additional national exposure. Mr. Bartell asked about driving the ROI higher.
- 6) FY 2016 Annual Application Presentation: California State Games: Sandy Hill gave a brief update on the CA State games including the hiring of marketing staff. She talked about the new sports and the significant interest by the teams in attending. CA State Games is requesting \$150,000 from the SDTMD. They project 16,500 room nights with a ROI of 15.18:1. Mr. Evans asked about barriers to entry by other destinations. Ms. Hill said it is sanctioned by the U.S. Olympic Committee. Chairman Brown said this event has benefits throughout the City. Joe Terzi asked about developing an event for November—January. Ms. Hill said it was a good idea to investigate the opportunity. Mr. Greene asked about the increase in the cost per room. Ms. Hill said that the loss of funding for one year really hurt their efforts. She also mentioned there was a peak year because of the America games.
- 7) FY 2016 Annual Application Presentation: SD Bayfair – Thunderboats: Gregg Mansfield gave a brief report and showed a video of the SD Bayfair—Thunderboats event. He talked about the success of the 2014 event. SD Bayfair—Thunderboats is requesting \$95,000 from the SDTMD. They project 13,814 room nights for a ROI of 19.2:1. Chairman Brown congratulated Mr. Mansfield on his success.

Chairman Brown adjourned the meeting without objection at 11:30a.m.

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

Date \_\_\_\_\_