

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
Catamaran Resort Hotel & Spa: Kon Tiki Room  
3999 Mission Boulevard, San Diego CA 92109  
Friday, January 16, 2015  
9:00 a.m.

MINUTES

CALL TO ORDER:

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

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

Board member absent: Jody Blackington.

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

Kevin Swanson reported on the car show at Balboa Park.

ACTION ITEMS

- 1) Approval of Minutes: The December 12, 2014 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Barrios moved to approve the minutes. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0.
- 2) Initiate the FY 2016 Board Election Process: John Lambeth reviewed the election rules, schedule, and the call for self-nominations. The three directors whose terms are expiring are Luis Barrios, Bill Evans, and Keri Robinson. Chairman Brown moved to approve the election schedule and the call for self-nominations. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.
- 3) FY 2015 Budget Line-Item Revisions: Lorin Stewart reviewed the line item budget revisions. Mr. Schafer discussed the changes that relate to communications. Mr. Bartell moved to approve the budget revisions. Mr. Barrios seconded the motion. Yes 8, No 0, Abstain 0.
- 4) SDTMD Category A1.6 – Destination Master Plan: Mr. Evans recognized Steve Cushman and said he is a tremendous leader for the tourism industry. Mr. Evans discussed the background on the RFP process and the selection of a consulting firm. He discussed the negotiations and the

terms of the agreement. Chairman Brown said this may be the most important vote we ever take. He thanked the committee for their efforts. He said he believed this would be a turning point for the San Diego tourism industry. He suggested we include chairs from SDTA and the Convention Center. Pending agreement on the scope of the non-compete clause and the “key man” guarantee, Mr. Evans moved that legal counsel for the SDTMD corporation finalize the contract to assist in the development of the 20-year destination master plan as detailed in our published RFP and agreed upon the negotiation process, with the Destination Master Plan Final Report anticipated to be completed by August 30, 2015 and not exceed \$1,150,000 in total fees, and to authorize Richard Bartell and SDTMD legal counsel to execute the agreement consistent with board direction. Chairman Brown seconded the motion. Yes 8, No 0, Abstain 0.

- 5) SDTMD Category A2 – FY 2015 Sub-Region Implementation & Communication Plan: Chairman Brown recused himself from this item. Lorin Stewart reported on the RFP that was issued on January 2, 2015. Mr. Stewart said there was one responder. Mr. Evans expressed concern about having only one responder. Mr. Stewart reviewed the process for developing the RFP. Jim Oddo reviewed his proposal and his approach to the project. Mr. Bartell asked if this was a six month agreement. Mr. Oddo responded yes. Mr. Bartell spoke about the importance of the TMD providing benefit throughout the city. He said there is an impression that the TMD benefits the downtown hotels more than others. He emphasized the need to provide marketing services for all parts of the City of San Diego. He expressed his support for the Oddo proposal. Mr. Evans asked about the approach. Joe Terzi responded that this is marketing destinations within a destination. He said he needs direction about what the region wants. Mr. Schafer suggested we not take action on this item today and that it be sent back to the marketing committee. Mr. Greene suggested that the TMD focus on the needs of the submarkets. He said Mission Valley is doing a good job and could serve as a model. Mr. Schafer moved that the item be referred to the Marketing Committee for further discussion. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain – Chairman Brown.
- 6) SDTMD Category A3 – FY 2016 Annual Application Presentation: San Diego Bowl Games Association: Bruce Binkowski introduced Mark Neville to make the presentation. He reviewed the successes of the San Diego Bowl Games. He discussed the visibility of San Diego on ESPN. His projections for 2015 are 35,670 room nights, \$4.1 million in lodging revenue and a ROI of 9.1:1. Mr. Bartell asked about incremental room nights and specifically how many room nights are generated with TMD dollars. Steve Cushman said that they start with 0 room nights and must build up the visitation. Ms. Robinson asked about how the room nights are generated. Mr. Evans asked about what teams will play and how San Diego State was included before.
- 7) SDTMD Category A3 – FY 2016 Annual Application Presentation: San Diego Natural History Museum: Michael Hager, president of the Natural History Museum, gave background on the museum. He discussed many exhibits including Titanic, Dead Sea Scrolls, and King Tut. TMD helped fund Titanic and Body Worlds. Mr. Bartell asked about out-of-market promotion activities. Mr. Hager discussed The Maya exhibit. He is requesting \$215,000 and estimates 10,000 room nights with revenue of \$1,489,700 and a ROI of 6.9:1. Mr. Greene asked about how this exhibit will drive more room nights. Mr. Evans asked how this works with SDTA. Mr. Terzi said that attractions are critical to visitation and that he is supportive of what the Museum is

doing.

- 8) SDTMD Category A3 – FY 2016 Annual Application Presentation: La Jolla Playhouse – WoW Festival: Mr. Bartell recused himself from participating because his brother serves on the Board. BD Wong, actor, director, writer, and activist in residence at the La Jolla Playhouse presented. The Playhouse has taken many shows to Broadway including Jersey Boys. He reported on the success of Disney’s Hunchback of Notre Dame at the Playhouse that TMD funded. Mr. Wong spoke passionately about the world renowned success of the Playhouse. La Jolla Playhouse is requesting \$25,000 to market the WoW Festival to out of town visitors. They are projecting 972 room nights and a ROI of 5.79:1. They are using ARES, Google analytics, and surveys to track the number of overnight stays. Mr. Evans asked about other sources of funding for the Playhouse. Ms. Robinson asked about the length of the Festival. Mr. Voss asked if this is the first WoW Festival. They said it was their second WoW Festival.
- 9) SDTMD Category A3 – FY 2016 Annual Application Presentation: Competitor Group – Rock ‘n’ Roll Marathon: Keith Kendrick said the original Rock ‘n’ Roll Marathon was in San Diego. Chairman Brown asked about participants that return. He reviewed the new changes in 2015, including the website and the Remix Challenge. Competitor Group is requesting \$400,000, with a projected ROI of 20:1. Mr. Greene asked about the repeat visitors and the approach to the marketing. Ms. Robinson asked about the effectiveness of the Remix Challenge. Mr. Evans asked about moving the dates of the event. Mr. Bartell asked if they would get 35,000 room nights without TMD funding and an additional 9,000 room nights with the TMD funding. They answered yes. Chairman Brown asked about the funding for advertising at the other events. He said he was appreciative of the low cost to generate a room night. Mr. Evans emphasized that the TMD looks at the actual incremental room nights from the TMD.
- 10) SDTMD Category A3 – FY 2016 Annual Application Presentation: Century Club – Farmers Open: Mr. Evans recused himself from this item. Peter Ripa presented the successes from the previous Farmers Open. Tiger Woods is committing to play in the 2015 event. They are requesting \$300,000 with an estimated 33,325 room nights and a projected ROI of 23:1. In the last year, they have increased their hospitality sales by fifty percent (50%). Mr. Bartell asked about their strategy to drive room nights. He said the blimp shot as part of the event is terrific. He asked about the change from \$200,000 last year to the request for \$300,000 this year. Mr. Terzi said Mr. Ripa has done a great job working with SDTA and Mering Carson on making this a successful event. SDTA has a good partnership with this event. Mr. Greene asked about additional incremental nights for the extra \$100,000 requested. Mr. Schafer asked about the value of the two TV spots that SD receives. The value is approximately \$500,000.

Lorin Stewart reviewed the next TMD meeting dates. The tentative dates for the next three meetings are January 30, February 13, and February 27.

Chairman Brown adjourned the meeting without objection at 11:47 a.m.

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

Date \_\_\_\_\_