

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Catamaran Resort Hotel & Spa: Boardroom
3999 Mission Boulevard, San Diego, CA 92109
February 13, 2015
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:10 a.m.

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

Board member absent: Thomas Voss.

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

Chairman Brown asked for public comment on the 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 9:12 a.m.

Reconvened open session at 10:14 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

- 1) Erik Greupner from the San Diego Padres indicated that the Padres will seek funding for the all-star game.
- 2) Ben Arthurbon from U.S. Police & Fire Championships presented regarding moving the dates of their event.

INFORMATION ITEMS

- 1) San Diego Bowl Game Association – FY2016 Application Update: Bruce Binkowski, Executive Director of the San Diego Bowl Game Association presented for the Holiday Bowl and gave an update on their application.

ACTION ITEMS

- 1) Approval of Minutes: The January 16, 2015 and January 30, 2015 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Greene moved to approve the minutes. Ms. Blackington seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2015 Line-Item Budget Revisions: Jere Batten reviewed the budget for revisions for legal expenses. Mr. Barrios moved to approve the revised budget. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0.

Rick Outcalt, Senior Vice President of Citywide Sales for the San Diego Tourism Authority, presented the requested budget line item changes for SDTA. Mr. Evans asked about the specific allocations. Joe Terzi and Kerri Kapich detailed the expenditures. Mr. Greene moved to approve the line item changes. Ms. Robinson seconded the motion. Yes 8, No 0, Abstain 0.

Mike McDowell, President of the San Diego Sports Commission, presented on the requested change for SDTA regarding the sports allocation. He is seeking a clarification regarding sponsorships. Mr. Bartell moved to make the requested budget line item revisions. Mr. Barrios seconded the motion. Yes 8, No 0, Abstain 0.

- 3) REVISED – FY 2016 Annual Application Presentation: LGBT Pride: Sarafina Scapicchio presented on the background of San Diego LGBT Pride. She talked about the “Out at the Park” event. They project that they could add at least 800 new TMD room nights by marketing the event to Los Angeles and San Francisco. They have requested \$25,000 for an ROI of 5.6:1.
- 4) FY 2016 Annual Application Presentation: San Diego Tourism Authority – Funding Categories A1, A2, B: Joe Terzi gave background on industry performance data. There were 33.8 million category “B” visitors and \$9.2 billion in spending in 2014. Kerri Kapich thanked Lorin Stewart and Tom Voss on their work on the National Geographic project. She reported on the status of the documentary. Margie Sitton discussed sales and new business development. Matt Greene asked about business going to other cities. The goal is 400,000 room night of new business. Kerri Kapich talked about the strategic priorities.

Rick gave a presentation on the budget. He detailed each of the expenses for the TMD Board. Mr. Bartell asked about the budget for subregion marketing. He commented that the TV spot presented was a fantastic spot.

Mike McDowell gave a presentation on Sports 1st San Diego. He talked about the ROI and the geographic distribution. He added that 77% of the room nights occur outside the peak demand period. The total request for Sports 1st San Diego is \$399,042.

Chairman Brown adjourned the meeting without objection at 11:55 a.m.

Approved _____
John Schafer, Secretary

Date _____