

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Catamaran Resort Hotel & Spa: Toucan Room
3999 Mission Boulevard, San Diego, CA 92109
February 27, 2015
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:08 a.m.

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

Board member absent: Matt Greene and Keri Robinson.

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

- 1) Bruce Walton from Rock n Roll Marathon stressed issues related to repeat participants, baseline, and timing of the event.
- 2) Peter Ripa from the Farmers Open spoke about metrics from the Farmers Open event. He talked about the significant growth in the event. Mr. Evans indicated that he will recuse himself.
- 3) Greg Mansfield with San Diego Bayfair presented updated data on the event.
- 4) Joe Terzi reported on the Dream Big Campaign by Visit California. Keri Kapich stated that she is chair of the Visit California Return on Investment Committee. Mr. Terzi and Ms. Kapich reviewed the new domestic and international budget for Visit California. Mr. Barrios suggested that the TMD allocate its funds to take advantage of the new Visit California priorities. Mr. Evans asked about the best way to take advantage of the new funds and to increase international visitation to San Diego. Mr. Evans asked what the TMD should spend to take advantage of this opportunity. Mr. Bartell asked about timing.

Chairman Brown recognized Jody Blackington as HMA Hotel Person of the Year and Lorin Stewart as HMA Allied Person of the Year.

ACTION ITEMS

- 1) Approval of Minutes: The February 13, 2015 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Barrios moved to approve the minutes. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 2) FY 2016 Board of Directors Election – Slate of Candidates: John Lambeth reviewed the schedule of election. Ms. Blackington reviewed the nominating committee action and the slate of candidates. Mr. Evans said he would like to see the TMD do more outreach for additional board members. Chairman Brown agreed. Mr. Schafer moved to approve the slate of candidates. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- 3) TMD Forecast: Lorin Stewart reviewed the process. Jere Batten reviewed the budget projections. She indicated that the City's projection for increase in the hotel revenues is 5.5%. Mr. Barrios moved to approve the forecast. Mr. Evans seconded the motion. Yes 7, No 0, Abstain 0.
- 4) FY 2016 Funding Allocations: Jere Batten reviewed all of the funding requests and the allocations between categories A & B. Ms. Blackington asked about the Sports First allocation.

SDTA: Mr. Evans moved to approve allocating \$28,474,105 to SDTA for main allocation, sub region and Sports First. \$1,500,000 of that amount shall be set aside for possible future expenditures by SDTA this year. Approximately \$1,100,000 of the Category B funds shall come from the Opportunity/Catastrophe Fund. Chairman Brown seconded the motion. Yes 7, No 0, Abstain 0.

SD Bowl Games Association: Mr. Evans moved to fully fund San Diego Bowl Games Association in the amount of \$450,000; California State Games in the amount of \$150,000; and San Diego Brewers Guild—Beer Week in the amount of \$74,900. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain 0.

Farmers Open: Mr. Schafer moved to fully fund the Farmers Open in the amount of \$300,000. Mr. Voss seconded the motion. Mr. Bartell said last year was the first time the SDTMD funded the Farmers Open. Mr. Bartell said only a few hotels had a significant benefit. He said it is an important event for San Diego, but that the event would go on even without the TMD. Ms. Blackington agreed. Mr. Schafer said he thought the two 30 second spots were quite valuable. Chairman Brown asked about revenue to the charities. He said there were hotels with empty rooms within the five mile radius. Yes 1—Shafer, No 5—Brown, Voss, Bartell, Barrios, Blackington, Abstain—1, Evans.

Chairman Brown moved to fund the Farmers Open in the amount of \$200,000. Mr. Barrios seconded the motion. Yes 4—Brown, Voss, Schafer, Barrios, No 2—Bartell, Blackington, Abstain—1, Evans.

SD Bayfair: Mr. Bartell said he supported the Bayfair event. Mr. Barrios and Mr. Evans agreed. Mr. Bartell moved to fully fund San Diego Bayfair—Thunderboats in the amount of \$95,000. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain 0.

Crew Classic: Mr. Evans said the Crew Classic continues to get stronger every year. He moved to fully fund the Crew Classic in the amount of \$165,000. Ms. Blackington seconded the motion. Yes 7, No 0, Abstain 0.

LGBT Pride: Chairman Brown said that LGBT Pride changed the dates and reduced their funding request. Mr. Schafer moved to fully fund LGBT Pride at \$25,000. Ms. Blackington spoke in support. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain 0.

CA Police Athletic Federation: Chairman Brown recused himself. Mr. Evans asked why this was not part of the Sports First budget. Blackington said the request was a lot for a first year ask. Mr. Bartell said it was a good event but may be wise to allocate a lesser amount. Mr. Evans moved to allocate \$60,000 subject to the Federation coming back to the Board with a new plan. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 1—Brown.

SD Natural History Museum: Chairman Brown discussed the Museum's request. Mr. Evans expressed concerns about the allocation. He said the city should be funding the arts and culture institutions. Mr. Evans moved not to fund the Natural History Museum. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.

La Jolla Playhouse: Mr. Bartell abstained from considering this item. Mr. Evans moved not to fund the La Jolla Playhouse. The city representative said that the arts organizations can apply for City funds or TMD funds. Mr. Barrios seconded the motion. Yes 6, No 0, Abstain 1—Bartell.

Competitor Group: Mr. Schafer recused himself. Chairman Brown said that the ROI with Rock n Roll Marathon is significant. He moved to allocate \$400,000 for Competitor Group—Rock n Roll Marathon. Mr. Evans expressed concerns. He said the largest increases were when the TMD did not fund the event. Bruce Walton said the lack of funding hurt the event. One big increase was from the addition of the half marathon. Mr. Bartell said the Rock n Roll Marathon causes hotels throughout the city to sell out. He would prefer to fund the event at \$300,000. Chairman Brown amended the motion to allocate \$300,000 for Competitor Group—Rock n Roll Marathon. Bartell seconded the motion. Yes 4—Brown, Voss, Bartell, Barrios, No 2—Evans, Blackington, Abstain 1—Shafer.

KOZ Events: Mr. Evans recused himself. Chairman Brown expressed support. Mr. Barrios moved to allocate \$30,000 to KOZ Events. Mr. Voss seconded the motion. Yes 6, No 0, Abstain 1—Evans.

- 5) FY 2016 SDTMD Consolidated Budget: Jere Batten reviewed the administrative budget. Mr. Bartell moved to approve the consolidated budget. Mr. Schafer seconded the motion. Yes 7, No 0, Abstain 0.

Lorin Stewart reviewed the next steps.

Chairman Brown adjourned the meeting without objection at 11:12 a.m.

Approved _____
John Schafer, Secretary

Date _____