

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  
May 15, 2015  
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:12 a.m.

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

Board member absent: Richard Bartell 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) Raul Gudino—City of San Diego, Financial Management Department, thanked the Board for all of their efforts. He said the March numbers were phenomenal.
- 2) David Hall spoke in support of JOddo consulting.
- 3) Charlie Holiday spoke in support of JOddo consulting.
- 4) Elton Lai spoke in favor of Jim Oddo and the sub-regional funding.
- 5) Mike McDowell reported that the Mission Valley Tourism Council voted unanimously for the sub-region work plan. He also spoke about the importance of funding the Padres. He said these “tent-pole” sports events are difficult to capture and incredibly important to the destination.
- 6) Terry Underwood spoke in favor of the sub-regional marketing program of work.

INFORMATION ITEMS

- 1) La Jolla Odor Issue: Terry Underwood gave an update on the odor issue. He requested that the TMD help continue offers to resolve the problem. George Hauer explained how terrible the problem is. He also spoke about potential solutions. Mr. Evans spoke in support of taking care of the problem. Ms. Blackington stated that the TMD should be cautious about how this is presented. Mr. Evans analogized this issue to the Midway having a hole in it. He said it is critical that the TMD help protect tourism amenities.

ACTION ITEMS

- 1) Approval of Minutes: The February 27, 2015 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Barrios moved to approve the minutes. Mr. Schafer seconded the motion. Yes 7, No 0, Abstain 0.

The May 1, 2015 SDTMD meeting minutes were reviewed, discussed and considered for approval. Mr. Barrios moved to approve the minutes. Mr. Evans seconded the motion. Yes 7, No 0, Abstain 0.

- 2) FY 2015 Budget Line-Item Revision: Mr. Evans moved to approve the budget line-item revision. Mr. Barrios seconded the motion. Yes 7, No 0, Abstain 0.
- 3) FY 2016 Board of Directors Election Results and Certification: John Lambeth gave the background for the election process. He mentioned that the terms will end for Mr. Evans, Mr. Barrios, and Ms. Robinson. He reviewed the dates and activities. He announced the following three candidates received the most votes for the vacant seats: Bill Evans, Colleen Cronin Anderson, and John Gates. Mr. Barrios moved to accept the election results. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.
- 4) FY 2016 Incremental Application Presentation: San Diego Tourism Authority – AAR & SBL Citywide Convention: Joe Terzi presented the background on the incremental application. He said this event includes at least fifteen (15) hotels during a high need period. It includes about 20,000 room nights during Thanksgiving week. The request is for \$92,500. The 2014 event was previously approved by the TMD, however the 2019 event was not previously approved. Chairman Brown stated that the TMD had previously agreed not to subsidize the convention center. Mr. Evans expressed concerns about the nature of the funding. Mr. Schafer recused himself. Mr. Barrios moved to approve the request. Mr. Evans seconded the motion. Yes 6, No 0, Abstain 0, Recused – Schafer.
- 5) FY 2016 San Diego Tourism Authority Budget Revision to Include the International Marketing Program and Category A2 – Sub-Region Allocations with JOddo Consulting Sub-Region Report: Chairman Brown asked John Lambeth about the rule on recusal. John Lambeth explained the rules.

Kerri Kapich presented on the International Marketing Program. She showed a video that was developed for Mexico. She also explained the efforts to market in China. Ms. Blackington said it was great to see the efforts of Brand USA. Mr. Evans asked about San Diego's share of the Visit CA marketing. Joe Terzi gave background on the sub-regional advertising. Jim Oddo described the process to develop the draft program for each of the regions: Mission Valley, Mission Bay and La Jolla. Mr. Evans asked for Joe Terzi's recommendations on Jim Oddo's proposal. Ms. Blackington said she had concerns about fragmenting the tourism promotion efforts for the City. She also asked that this effort be coordinated with the twenty year master plan. Mr. Greene said that the TMD should focus on those regional efforts that have the most significant impact. Mr. Barrios suggested that the TMD be careful. The ConVis North program did not work. Mr. Schafer suggested there should be a process for each area that wants to become a sub-region. It is up to them to organize. Ms. Blackington asked about the appropriate role for the TMD in the

sub-regional efforts. Joe Terzi said he was concerned that we have raised expectations for each sub-region. There was discussion about extending the JOddo contract. Mr. Greene moved to extend the JOddo contract to June 30, 2015. Chairman Brown seconded the motion. Yes 7, No 0, Abstain 0.

- 6) FY 2016 or 2017 Application Presentation: MLB All Stars Game 2016: Erik Greupner presented with Caroline Perry on the All Star Game in 2016. MLB selected San Diego and Petco Park for the 2016 All Star Game, July 12, 2016. Events will be held July 6-13. In 2014, the All Star Game and Home Run Derby had a combined audience of 42.5 million viewers. They estimate approximately 47,000 rooms. They are requesting a \$500,000 sponsorship of FanFest. The predicted ROI is 15:1, not including the added media exposure. Mr. Evans noted that San Diego is full during the second week of July. Erik Greupner said they analyzed occupancy during this period and provided the information. Joe Terzi said their calculations yield a result of approximately 6:1. Ms. Blackington mentioned the benefit to the destination of moving ESRI to the end of June. Mr. Green moves to continue this item to the June Board Meeting. Chairman Brown seconded the motion. Yes 7, No 0, Abstain 0.

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

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

Date \_\_\_\_\_