

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION
Catamaran Resort Hotel & Spa: Boardroom
3999 Mission Boulevard, San Diego, CA 92109
Friday, June 19, 2015
9:00 a.m.

MINUTES

CALL TO ORDER:

C. Terry Brown, Chairman, called the meeting to order at 9:03 a.m.

Board members present: Terry Brown, Richard Bartell, Jody Blackington, Bill Evans, Matt Greene and Thomas Voss.

Board member absent: John Schafer, Luis Barrios 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.

CLOSED SESSION PUBLIC COMMENT:

There were no public comments.

CLOSED SESSION ITEMS:

Chairman Brown said the Board will be discussing the one item on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chairman Brown adjourned the meeting to closed session at 9:04 a.m.

ADJOURN TO OPEN SESSION:

Chairman Brown reconvened the meeting to open session at 9:53 a.m.

CLOSED SESSION REPORT:

John Lambeth reported that there were no reportable actions from the closed session.

PUBLIC COMMENT:

- 1) Chairman Brown noted that the SDTMD received a letter from David Lundin. David Lundin, with the Balboa Park Heritage Association, submitted a public comment letter relating to the Balboa Park Update on 5-Year Marketing Plan. The letter will be retained by the SDTMD.
- 2) Kevin Swanson reported on the horseless carriage race. Chairman Brown asked whether the attendees were local or from out of town. Kevin Swanson said they were primarily local.
- 3) Justin Waldon, Associate Producer at the Old Globe Theater, talked about the 400th Anniversary of Shakespear's death. To commemorate, there will be a large celebration at the Old Globe Theater next summer.
- 4) Thomas Herrera-Mishler, Executive Director of the Balboa Park Conservancy, introduced himself and gave a brief update on Balboa Park.

INFORMATION ITEMS:

- 1) SDTA-Balboa Park Update on 5-Year Marketing Plan: Kerri Kapich from SDTA gave an update on the Balboa Park Marketing Plan. MeringCarson was selected as the agency of record.

ACTION ITEMS:

- 1) Approval of Minutes: The May 15, 2015 SDTMD meeting minutes were reviewed and considered for approval. Mr. Evans moved to approve the minutes. Mr. Voss seconded the motion. Yes 6, No 0, Abstain 0.

The May 1, 2015 SDTMD meeting minutes were reviewed and considered for approval. Mr. Barrios moved to approve the minutes. Mr. Evans seconded the motion. Yes 6, No 0, Abstain 0.

- 2) FY 2015 Line-Item Budget Revision: Jere Batten reported on the budget change. Mr. Greene moved to approve the line-item budget revision. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.
- 3) FY 2016 San Diego Tourism Authority Category A2 – Program of Work for Sub-Region Allocations with JOddo Consulting Sub-Region Report (Continued from the May 15, 2015 SDTMD Board Meeting): Kerri Kapich talked about the goals of the sub-region marketing and the draft program of work. Jim Oddo talked about the feedback and how the program reflects the comments of the stakeholders. Margie from SDTA talked about the targeted sales efforts that are part of this program. Chairman Brown asked that there be a very clear dividing line between SDTMD communities and non-SDTMD communities that are paying for services with non-SDTMD funds. Chairman Brown moved to approve the sub-region allocations. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.
- 4) FY 2016 or 2017 Application Presentation: MLB All Stars Game 2016 (Continued from the May 15, 2015 SDTMD Board Meeting): John Lambeth gave a briefing on the SDTMD conflict of interest policy.

Erik Greupner, from the Padres, presented a revised request for funding. The request is for \$400,000 and the projected ROI is 19:1. Mr. Evans expressed concern about funding this event. Chairman Brown said he thought this event was analogous to the Holiday Bowl and that he is

supportive. Mr. Bartell expressed support. Mr. Bartell moved to approve the request. Chairman Brown seconded the motion. Yes 6, No 0, Abstain 0.

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

Approved _____
John Schafer, Secretary

Date _____