

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Grand Hyatt San Diego – Bayview Room  
1 Market Place, San Diego, CA 92101  
Friday, October 2, 2015  
8:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chairman, called the meeting to order at 8:01 a.m.

Board members present: Terry Brown, Bill Evans, Matt Greene, John Schafer, Thomas Voss, Coleen Cronin Anderson and John Gates.

Board member absent: Richard Bartell and Jody Blackinton.

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

ADJOURN TO CLOSED SESSION:

Chairman Evans adjourned the meeting to closed session at 8:03 a.m.

ADJOURN TO OPEN SESSION:

Chairman Evans reconvened the meeting to open session at 9:00 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

There were no public comments.

INFORMATION ITEMS:

ACTION ITEMS:

- 1) Consent Agenda: The Consent Agenda contained: Dissolution of AD HOC Marketing Committee, Dissolution of AD HOC 2015 Nominating Committee, and Authorize SDTMD Corporation check signers. Mr. Brown moved to approve the consent agenda. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.
- 2) Approval of Minutes: The July 17, 2015 SDTMD meeting minutes were reviewed and considered for approval. Ms. Anderson moved to approve the minutes. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 3) SDTMD FY 2016 Revised Regular Meeting Schedule: Lorin Stewart reviewed the new Board meeting calendar. Mr. Greene moved to approve the meeting schedule. Mr. Gates seconded the motion. Yes 7, No 0, Abstain 0.
- 4) SANDAG Regional Plan Update: Elisa Arias from SANDAG reviewed the new draft Regional Plan. Chairman Evans asked if SANDAG wanted any action by the Board. Ms. Arias responded "No". Mr. Greene asked about capacity for ingress and egress from Downtown. He also asked about coordination with Los Angeles and Orange Counties.
- 5) FY 2017 Funding Application-Guidelines: Mr. Greene reported on proposed changes to the funding application process. He said the information regarding ROI will be more detailed. There will also be more information about the history and funding of events and programs. Also, the application deadline will be moved from October to December. Mr. Schafer moved to approve the proposed changes to the funding application process. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 6) FY 2016 Line-Item Budget Revision Clarifications: Jere Batten reported on clarifications for budget items for Century Club, Crew Classic, and Competitor Group. Mr. Evans asked about the SDTMD's recourse if funds are not spent in accordance with the budget. Ms. Anderson moved to approve the line-item budget revision clarifications. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 7) FY 2016 Supplemental Presentations to Determine Level of Support: San Diego Tourism Authority: Kerri Kapich talked about tourism development. She discussed new events and the goals for tourism development. She briefed the Board on several iconic events including soccer and the Amgen Tour. Ms. Kapich also discussed youth and travel sports events. She stated that SDTA is requesting an additional \$338,000 for youth and travel sports programs, \$100,000 for the Amgen Tour, and \$400,000 for sponsorship of the World Beach Games bid. Mr. Brown moved to approve the additional funds requested to be spent as described. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.
- 8) Brown Act, Conflict of Interest & Bylaws Review: John Lambeth briefed the Board on the Brown Act, SDTMD Bylaws, Duties and the Conflict of Interest Policy. Ms. Anderson moved to

approve the Conflict of Interest Policy. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.

Chairman Evans adjourned the meeting without objection at 10:52 a.m.

Approved \_\_\_\_\_  
Matt Greene, Secretary

Date \_\_\_\_\_