

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING & CLOSED SESSION  
Catamaran Resort Hotel & Spa – Room: The Boardroom  
3999 Mission Boulevard, San Diego, CA 92109  
Friday, January 22, 2016  
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chairman, called the meeting to order at 9:02 a.m.

Board members present: Bill Evans, Matt Greene, Jody Blackinton, Terry Brown, Scott Hermes, Thomas Voss, John Gates and Richard Bartell.

Board member absent: Colleen Cronin Anderson.

Also in attendance: 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:

None.

CLOSED SESSION ITEMS:

John Lambeth 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 9:04 a.m.

ADJOURN TO OPEN SESSION:

Vice-Chairman Greene reconvened the meeting to open session at 10:18 a.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

1. Sal Giametta (County of San Diego): Mr. Giametta said he was a member of the theme team on the Master Plan. He complimented the work on the Plan and was pleased there were so many different stakeholders involved. He was thankful that the County was involved. Mr. Giametta referenced a study that was done by DMAI.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The January 8, 2016 SDTMD meeting minutes were reviewed and considered for approval. Mr. Greene moved to approve the minutes. Mr. Gates seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2015 SDTMD Audit: Ms. Blackinton gave general background on the audit and invited Doug Clevenger from Redwitz to make a presentation. Doug Clevenger said they took a fresh look at the financial and internal controls. They have issued an unqualified opinion that the financial statements are accurate. Ms. Blackinton moved to accept the audit report. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.
- 3) FY 2015 SDTMD Annual Report: Lorin Stewart reported on the FY2015 Annual Report. Carl Winston, from SDSU, reported on the review of the contracted events. He talked about the survey work done for the events and the detailed ROI analysis. He said they developed conservative consistent figures. Mr. Gates complimented the work. Mr. Bartell asked about discrepancies from prior years. Lorin Stewart said the report will be updated and presented to the City of San Diego Council Committee on February 11, 2016. Lorin Stewart said the report will be posted online. Ms. Blackinton moved to approve the annual report. Mr. Voss seconded the motion. Yes 8, No 0, Abstain 0.
- 4) SDTMD Preliminary Draft – Destination Master Plan Status Update: Lorin Stewart noted that the destination Master Plan process has been underway. Today the draft plan is being released to the public. He said that input is welcome and that the plan will come back to the SDTMD Board approximately in the April time frame. Mr. Brown moved to approve the draft Master Plan. Mr. Hermes seconded the motion. Yes 8, No 0, Abstain 0.
- 5) Executive Director Resignation / Executive Search: Mr. Evans announced that Lorin Stewart has submitted his resignation. He said that Lorin was directly responsible for the success of the SDTMD. He said that Lorin is a great man and a great friend. Mr. Evans said that he recommends that an Ad Hoc Search Committee be created. Mr. Bartell moved to create an Ad Hoc Search Committee made up of four (4) or fewer Board members to be selected by the Chair of the Board. Mr. Hermes seconded the motion. Yes 8, No 0, Abstain 0.
- 6) FY 2017 Annual Application Presentation: San Diego Crew Classic: Chris Vaughn reported that there were approximately 400 entries last year. He reported on the success of the event. They are requesting \$165,000 and have estimated the total projected ROI at 9.0:1. Mr. Bartell asked about projected room nights and why the projections are flat.

- 7) FY 2017 Annual Application Presentation: Competitor Group – Rock ‘n’ Roll Marathon \$ ½ Marathon: Members from Competitor Group, presented information about competitors, participation, and their measurements for success. Approximately eighty percent (80%) of the San Diego runners are new runners every year. Projected 2016 attendees are 60,000, about 30,000 of which are runners. Funds requested are \$330,000 with a total projected ROI of 19:1. Mr. Greene asked about additional financials. He also asked when the event will not need SDTMD support. Mr. Brown asked about how San Diego funding compares to other cities. Mr. Hermes asked about incentives for staying in SDTMD hotels. Mr. Greene moved that all applicants use SDSU numbers as a base so the figures are consistent. Mr. Gates seconded the motion. Yes 8, No 0, Abstain 0.
- 8) FY 2017 Annual Application Presentation: CA Police Athletic Federation – US Police and Fire Championships: Cheli Mohamed, from California Police Athletic Federation, gave background on the event and the changes over the years. She said 86.5% of the competitors are from outside San Diego.
- 9) FY 2017 Annual Application Presentation: Stephen Pierce Foundation – California Classic Challenge: Carol Wiley gave background on the California Classic Challenge and the Stephen Pierce Foundation. She said the total funds requested are \$207,000 with a total projected ROI of 2:1. Mr. Greene asked about execution of the event. Mr. Evans asked about details for the event. Mr. Brown asked about the Bowl Game changes.
- 10) FY 2016 Supplemental Application Presentation: GOHF – ShamROCK Festival: Lorin Stewart said this is an incremental request for funding this year. Catalina Preskill gave background information on the Foundation and the Gaslamp Quarter. She also talked about the ShamROCK event. The event is on St. Patrick’s Day and they believe they will fill 500 hotel rooms. They have requested \$5,000 to market to cities outside San Diego. Mr. Greene moved to approve the request for \$5,000. Mr. Gates seconded the request. Yes 8, No 0, Abstain 0.

Chairman Evans adjourned the meeting without objection at 12:07 p.m.

Approved \_\_\_\_\_  
Colleen Cronin Anderson, Secretary

Date \_\_\_\_\_