

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION
The Westin San Diego Gaslamp Quarter – Room: Coronado Room
910 Broadway Circle, San Diego, CA 92101
Monday, May 2, 2016
1:00 p.m.

MINUTES

CALL TO ORDER:

Bill Evans, Chairman, called the meeting to order at 1:02 p.m.

Board members present: Bill Evans, Colleen Cronin Anderson, Terry Brown, Scott Hermes, Thomas Voss, John Gates and Richard Bartell.

Board member absent: Matt Greene and Jody Blackinton.

Also in attendance: Jere Batten, Batten Accountancy; John Lambeth, attorney and Brian Hughes, 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 would be discussing the one item on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chairman Evans adjourned the meeting to closed session at 1:05 p.m.

RECONVENED TO OPEN SESSION:

Chairman Evans reconvened the meeting to open session at 2:30 p.m.

CLOSED SESSION REPORT:

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

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The April 8, 2016 SDTMD meeting minutes were reviewed and considered for approval. Mr. Hermes moved to approve the minutes. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.
- 2) FY 2017 Administrative Budget Detail: Jere Batten reported on the administrative budget detail. Mr. Brown moved to approve the administrative budget detail. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- 3) FY 2017 SDTMD Budget Revision: Jere Batten reported on the budget revision. Ms. Anderson moved to approve the budget revision. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.
- 4) SDTMD District Management Plan Modification Request: John Lambeth gave background on the modification request. He explained that the request includes modifying the District Management Plan to redefine assessed lodging businesses as those of seventy (70) rooms or more and to assess them all at two percent (2%) of gross room rental revenue. Further, he said the request would include amending expenditure requirements accordingly. Mr. Evans asked about the nature of the amendments. Mr. Hermes moved to approve sending a modification request to the City of San Diego consistent with the proposal described by John Lambeth. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.

Cory Briggs approached the Board and asked about public comment on the amendment to the plan. The Chair of the Board said that he had not received a speaker slip and was unaware that any member of the public wished to comment.

Chair Evans said that he would take public comment and ask the Board to consider the matter again.

Cory Briggs asked the Board: 1) if there were any backup materials for this item; and 2) if there was any language for the modification request letter. John Lambeth said there was no backup materials nor language for the letter.

Mr. Hermes moved to revote to approve sending a modification request to the City of San Diego consistent with the proposal described by John Lambeth. Mr. Voss seconded the motion. Yes 7, No 0, Abstain 0.

- 5) SDTMD Operating Agreement Amendments: John Lambeth gave background on the operating agreement amendments. Ms. Anderson moved to begin the process to amend the operating agreement or execute a new operating agreement with the City of San Diego. Mr. Gates seconded the motion. Yes 7, No 0, Abstain 0.

- 6) Conventions Sports & Leisure (CS&L) Study Proposal: Joe Terzi reminded everyone of National Tourism Week. He gave background on the proposed CS&L study. He said that SDTA is aware of a proposal in San Diego to build a football stadium combined with construction of new meeting space. He recommended that the SDTMD study the proposal because the proposed project could have an impact on SDTMD programs and room night generation from the programs. He requested \$30,000 to fund the CS&L study of the proposal. Mr. Evans asked about the credentials of CS&L. Mr. Hermes asked about the lead time planning for available days at the proposed meeting space. Mr. Evans asked about the size of the proposed meeting space.

Cory Briggs provided public comment on this item. He asked for a copy of the CS&L proposal. He was provided a copy.

John Lambeth informed the Board that their formation documents required that they spend funds to benefit assessed lodging businesses by funding programs designed to provide additional room night sales. The SDTMD District Management Plan includes research as an authorized component of the marketing program. Mr. Lambeth said evaluation of meeting space proposals is directly linked to potential room nights generated and is authorized by the SDTMD formation documents.

Mr. Brown moved to approve spending up to \$30,000 to fund the CS&L study. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.

- 7) FY 2016 SDTMD Budget Line Item Revisions: Jere Batten gave background on the budget line item revisions on accounting, legal, and other administrative items. Ms. Anderson moved to approve the budget line item revisions. Mr. Gates seconded the motion. Yes 7, No 0, Abstain 0.

Chair Evans adjourned the meeting without objection at 4:30 p.m.

Approved _____
Colleen Cronin Anderson, Secretary

Date _____