

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION MINUTES  
Hilton San Diego Airport/Harbor Island: Spinnaker Room (Open Session)  
& Compass Boardroom (Closed Session)  
1960 Harbor Island Drive, San Diego, CA 92101  
Friday, December 14, 2018  
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:00 a.m.

Board members present: Richard Bartell, Terry Brown, Matt Greene, Vikram Sood, Steve Cowan, Ilsa Butler, Tim Herrmann, and Alyssa Turowski (joined the Board after Action Item #2).

Board members absent: None.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; and John Lambeth, Attorney.

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:

Chair Bartell announced the Board would be discussing the two (2) items on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chair Bartell adjourned the meeting to closed session at 9:03 a.m.

RECONVENED TO OPEN SESSION:

Chair Bartell reconvened the meeting to open session at 9:45 a.m.

CLOSED SESSION REPORT:

John Lambeth reported that there were no reportable actions taken by the Board in closed session.

OPEN SESSION PUBLIC COMMENT:

Dobby O'Donnell spoke in support of Surf Cup Sports. He talked about the benefit to the hotels.

David Donoe, Hilton San Diego Del Mar, spoke in favor of Surf Cups Sports.

Kristen Shelton, Marriott & Doubletree in Del Mar, said the Summer Showcase was a big success and had a significant positive impact to the hotels.

ACTION ITEMS:

1) Approval of Minutes: The October 19, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Mr. Greene seconded the motion. Yes 7, No 0, Abstain 0.

2) Director Vacancy to be filled by Board: Chair Bartell gave background on the vacancy and the proposed new Director. He said that Alyssa Turowski, the General Manager of the Westin San Diego, would be an excellent addition to the Board. Chair Bartell moved to appoint Alyssa Turowski to fill the vacant Director position formerly occupied by Colleen Anderson. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

Ms. Turowski joined the Board.

3) Best Coast Beer Fest: Amy Ulkutekin gave background on the event. She described the target audience. She discussed their efforts to bring visitors in from other locations including Orange County, Los Angeles, Inland Empire, and Baja California. The request is for \$60,000. Mr. Herrmann asked about touch points with the customer. Chair Bartell talked about the SDTMD focus on TMD room nights. Mark Testa, RWA, explained how the ROI is measured and what they expect from this event. Mr. Greene asked how many additional attendees are projected. He asked about ROI to TMD hotels. Mr. Sood asked about a digital marketing partner. He talked about working with SDTA. Chair Bartell moved to approve the \$60,000 funding request. Mr. Brown seconded the motion. Yes 7, No 1-Greene, Abstain 0.

4) FY 2018 SDTMD Audit: Doug Clevenger from Redwitz CPA reviewed the audit. He said the SDTMD financial statements present fairly in all material respects. He said it was an unqualified opinion. Mr. Greene moved to approve and accept the audit. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

5) San Diego Crew Classic – Winter Games: Colleen Anderson gave background on the item. Mr. Cowan moved to defund the event. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

6) Surf Cup Sports: Mike McDowell, SDTA, gave background on the item. He talked about the Summer Showcase. He gave information about the room nights provided by the proposed event throughout the TMD. Mr. Greene asked about room night projections. Mark Testa stated that the 2018 number is low. Mr. Herrmann asked about entry fees for the tournament. The request is for \$500,000 with a 10.7:1 projected ROI. Chair Bartell spoke in favor of the event. Mr. Brown moved to approve the \$500,000 funding request. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.

- 7) San Diego Gaelic Athletic Games: Colleen Anderson gave background on the event. Tammy Rivera discussed moving the location of the event. Mr. Sood moved to approve changing the location of the event. Chair Bartell seconded the motion. Yes 8, No 0, Abstain 0.
- 8) SDTA Budget Line Item Adjustment: Jere Batten discussed the budget revisions and how the changes will improve the efficiency of the process. Mr. Greene moved to approve the budget line item adjustment. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.
- 9) SDTA Advance Increase Request: Colleen Anderson talked about the historical advance amount and how it has not changed since the TMD was formed. Jere Batten talked about the proposed addition to the advance. Mr. Brown moved to approve changing the advance to \$3,000,000. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.
- 10) Real World Academics Proposal: Colleen Anderson gave background on this item. Mr. Cowan moved to approve the current budget to extend to the timeframe of January – June 2019. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.
- 11) Application Review Committee: Chair Bartell gave background on the committee and the request of the Board. Chair Bartell moved to approve formation of the application review committee and appoint Mr. Sood and Mr. Herrmann to the committee. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.
- 12) Trustee Administration for 401k: Chair Bartell gave background on this item. Chair Bartell moved to change the name from Brian Hughes to Colleen Anderson. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 11:03 a.m.

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

Date \_\_\_\_\_