

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
The Dana on Mission Bay: Sunset Room  
1710 W. Mission Bay Drive  
Friday, January 25, 2019  
8:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 8:02 a.m.

Board members present: Richard Bartell, Terry Brown, Matt Greene, Vikram Sood, Steve Cowan, Ilsa Butler, Tim Herrmann, and Alyssa Turowski.

Board members absent: None.

Also in attendance: Jere Batten, Batten Accountancy; John Lambeth, Attorney; Colleen Anderson, Executive Director; and Julie Wright, (W)right On Communications.

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 Directors 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.

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The January 11, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.
- 2) Director Limits on Terms and Term Limits: Chair Bartell reviewed the requirements in the bylaws regarding terms and term limits. He mentioned that Terry Brown would like to seek re-election, however the Board would be required to extend his term of service.

Chair Bartell moved to extend Mr. Brown's eligible term of service through the end of FY 2022. Mr. Green seconded the motion. Yes 8, No 0, Abstain 0.

- 3) Initiate the FY 2020 SDTMD Board Election Process: Chair Bartell reviewed the election process. Ms. Anderson reviewed the election steps and timeline. Mr. Lambeth discussed the specific actions for consideration by the Board today.

Chair Bartell moved to create the 2019 ad hoc nominating committee and appoint Ms. Butler and Mr. Sood to the 2019 ad hoc nominating committee. Mr. Greene seconded the motion. Yes 8, No 0, Abstain 0.

Ms. Butler moved to approve the election criteria and procedures, approve the call for self-nominations, set February 22, 2019 at 5 p.m. as the closing date and time for self-nominations, and identify the three (3) seats held by Mr. Brown, Mr. Cowan, and Mr. Herrmann as up for election. Chair Bartell seconded the motion. Yes 8, No 0, Abstain 0.

- 4) Delegation of Funds Advance Request: Mr. Lambeth gave background on this item. He stated that this would delegate authority to the Board Chair to request funds advances from the City.

Mr. Brown moved to approve the delegation of authority to request funds advances to the Board Chair. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

- 5) SDTA Supplemental Budget Revision Request: Rick Meza, SDTA CFO, gave background on the \$5m supplemental funding. He explained the previous categories A & B and detailed the budget revision request.

Mr. Brown moved to approve the requested revision. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 6) FY 2020 Annual Application Presentation: California State Games (Summer and Winter): Sandi Hill gave background on the California State Games. She stated that the event was spread out throughout various portions of the City and included at least 25 TMD hotels. Chair Bartell asked about requirements to stay in TMD hotels. Ms. Hill said that participants are required to stay in TMD hotels. Mr. Greene asked about room night production in previous years. Ms. Hill talked about adding new markets – Arizona and Nevada. Chair Bartell asked about locations for Winter events. He talked about these events distributing room nights throughout the City. Ms. Butler asked about the 2019 event.

The request for the Summer event is \$125,000, the projected room nights are 13,500, and the projected ROI is 18.4:1. The request for the Winter event is \$50,000, the projected room nights are 4,000, and the projected ROI is 11:1.

- 7) FY 2020 Annual Application Presentation: Pro Am Beach Soccer: Nathan Kopp, from SDTA, and Tighe O'Sullivan, from Pro Am Beach Soccer, gave background on beach soccer and the proposed event. Mr. Kopp mentioned that there is a mandatory requirement that participants stay in TMD hotels. He mentioned that this is an incubator event. Mr. Greene said this looks like a great event. Mr. Sood asked about background on sand soccer and acceptance of the sport. Joe Terzi talked about opportunities to expand this event through a new stadium and coordinating with World Beach Games. Chair Bartell asked about impact on TMD hotels and timing of commitment by the participants.

The request is for \$30,000, the projected room nights are 1,600, and the projected ROI is 8.5:1.

- 8) FY 2020 Annual Application Presentation: Swoop Challenge ApS: Michael Lassen provided background on this proposed event. He talked about coordination with the military and the history of sky diving. He discussed the pictures and videos of San Diego that are taken as part of the event and their distribution. Mr. Greene asked about the increase in the requested amount compared to last year. Ms. Butler asked about the timing of the event. Chair Bartell asked about specific dates for the event and about ROI. Mark Testa, from Real World Economics, talked about the ROI methodology for this event.

The request is for \$100,000, the projected room nights are 1,750, and the projected ROI is 4:1.

- 9) FY 2020 Annual Application Presentation: San Diego Bowl Game Association/Holiday Bowl: Mark Neville and Craig Nichols presented on this event. Mr. Nichols discussed the success of previous events. Mr. Neville said the payout to teams is \$6.8m. Mr. Nichols talked about how they have worked to make this one of the best bowl games in the country. He talked about Fox Sports coverage and the hotel room night generation.

The request is for \$410,000, the projected room nights are 15,000 and the projected ROI is 5.8:1.

- 10) FY 2020 Annual Application Presentation: Wonderlust Events, LLC: Mr. Cowan recused himself from this item and left the room.

Ernie Hahn, Paul Thornton, and Brad Raulston presented on this item. Mr. Hahn described the festival and how it compares to other music festivals. He described the various venues for the festival and the marketing strategies to drive out of town visitors. Mr. Herrmann asked about distribution of room nights. Mr. Brown asked about SDTA support of the event. Chair Bartell asked about Board contribution and the split between local and out of town attendance. Mr. Hahn said in the initial years, they expect 50/50 local to out of town. Ms. Turowski asked about stays in short term rentals. Mr. Greene asked about room night projections. Chair Bartell asked about how the event would change without TMD funding.

The request is for \$500,000, the projected room nights are 18,000, and the projected ROI is 7.8:1.

- 11) FY 2020 Annual Application Presentation: USA Volleyball National Championships 2022: Mr. Cowan rejoined the meeting.

Mike McDowell and Nathan Kopp presented on this event. Mr. McDowell said this event is in 2022 but that the BID cycle for this event closes in June 2019. He said at the present time, no events are booked in the convention center at the proposed time of this event. He said the event was mandatory stay to play. Chair Bartell asked about participants' requirement to stay in TMD hotels. Mr. Cowan asked about stays in TMD hotels. Mr. McDowell stated that he has distributed hotel stay information from a similar event in another city.

The request is for \$113,040, the projected room nights are 7,000, and the projected ROI is 16:1.

- 12) FY 2020 Annual Application Presentation: Spartan Race, Inc.: Cherie Bortnick presented on the Spartan Race, an obstacle course race. She said their races are in 42 countries and that they are

part of a global movement. The event will cover approximately 3-4 miles and 20-23 obstacles. They expect a two (2) day event with approximately 4,000 to 6,000 racers per day. Mr. Cowan asked about other contributions to the event. Chair Bartell asked about the mix of participants from local versus out of town. Ms. Bortnick said they have a devoted following from other markets. Chair Bartell asked about stays in short-term rentals.

The request is for \$41,250, the projected room nights are 2,500, and the projected ROI is 10.8:1.

- 13) FY 2020 Annual Application Presentation: San Diego Bayfair/Thunderboats: Gregg Mansfield presented background on this item. He said prior SDTMD support kept this event alive. He talked about the success of prior events and the projected success of the BBQ. Mr. Brown congratulated Mr. Mansfield on his success. Chair Bartell talked about the need for TMD funding to keep the event alive. Mr. Cowan asked about trends in attendance for the event.

The request is for \$95,000, the projected room nights are 16,033, and the projected ROI is 35.3:1.

- 14) FY 2020 Annual Application Presentation: Left Coast Wrestling: Stephen Groce, presented on this item. He gave background on wrestling in America. He talked about how his organization has supported youth in the community. He said the event is scheduled to take place on the flight deck of USS Midway. Chair Bartell asked about room night generation from previous events. Mr. Groce said this event takes place when attendance at the Midway is at its lowest. Chair Bartell asked about where the attendees would stay. Mr. Cowan asked about the organizers of the event.

Chair Bartell adjourned the meeting without objection at 10:59 a.m.

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

Date \_\_\_\_\_