

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
Hilton San Diego Airport/Harbor Island: Skyline Lindbergh Room  
1960 Harbor Island Drive, San Diego, CA 92101  
Friday, February 8, 2019  
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, Vikram Sood, Steve Cowan, Ilsa Butler, Tim Herrmann, and Alyssa Turowski.

Board members absent: Matt Greene.

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:

Craig Fravel, President & CEO of the Breeders' Cup, stated that 77% of the event attendees are from outside of San Diego County. Mr. Fravel thanked the Board for their previous support of the event. They intend to bring the event back to San Diego in 2021.

INFORMATION ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The January 25, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Mr. Brown moved to approve the minutes. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

- 2) Consent Agenda: Chair Bartell gave background on the items on the consent agenda.

Mr. Cowan moved to approve the consent agenda disestablishing the committees. Ms. Turowski seconded the motion. Yes 7, No 0, Abstain 0.

- 3) FY 2018 SDTMD Annual Report: Ms. Anderson gave background on the annual report and the presentation to the City Council committee. Mr. Terzi stated that Ms. Anderson did a great job at the City Council committee presentation. The City Council committee asked about research on visitors to San Diego.

Mr. Sood moved to approved the FY 2018 SDTMD Annual Report. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

- 4) FY 2026 Supplemental Application Presentation: SDTA/American Thoracic Society (ATS): Mr. Terzi provided information about the supplemental request. He described how taking action on this item would generate additional TMD room nights. Mr. Brown asked whether taking action on this item would set a precedent. Mr. Terzi said that the Convention Center had done its part and that this change provides a unique opportunity. Mr. Herrmann said we need to take this action to be able to stay competitive. Mr. Cowan asked about alternatives. Ms. Turowski asked if the deal has been finalized.

Mr. Herrmann moved to reserve \$90,000 for FY 2026 for this event. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

- 5) FY 2020 San Diego Tourism Authority (SDTA) Annual Application Presentation: Ms. Keri Kapich, Mr. Rick Meza, and Ms. Sarah Mettee presented on this item. Ms. Kapich reviewed the creative for new spots. She also presented the brand spot. She said that San Diego has the 5<sup>th</sup> highest occupancy in the United States and 7<sup>th</sup> highest ADR (4<sup>th</sup> highest occupancy growth, 5<sup>th</sup> highest ADR growth). She presented on how the growth is spread throughout the entire SDTMD district. Mr. Meza reviewed the budget. Ms. Butler asked about spend on leisure versus group. Mr. Herrmann asked about incentives for groups. Mr. Terzi said there may be opportunities in the future. Chair Bartell noted that the opportunity/catastrophe fund is available for specific events and groups. Ms. Kapich reviewed SDTA initiatives including international efforts, sports events, Balboa Park promotion, and media campaigns. Ms. Mettee discussed the China market and the always-on content program. Meredith Dibden-Brown asked about the previous \$5m spend from legal reserve. Ms. Kapich reviewed the programs. Ms. Kapich talked about the timing of some of the media purchases. Chair Bartell asked about visitor perceptions of San Diego and ROI for national buys. Ms. Kapich talked about the vendors that SDTA hires to measure the specific ROI on these type of initiatives. Mr. Herrmann asked about growth in the transient market. Chair Bartell asked about investment in Balboa Park. Mr. Brown asked about the entities in Balboa Park. Ms. Kapich talked about the partnership with Balboa Park stakeholders. Mr. Sood suggested that there needs to be more education of hotel personnel about the broad array of SDTA activities.

Chair Bartell adjourned the meeting without objection at 10:28 a.m.

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

Date \_\_\_\_\_