

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING & CLOSED SESSION
Hilton San Diego Airport/Harbor Island: Spinnaker Room (Public) & Compass Room (Closed)
1960 Harbor Island Drive, San Diego, CA 92101
Friday, April 12, 2019
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:03 a.m.

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

Board members absent: Terry Brown and Tim Herrmann.

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

CLOSED SESSION PUBLIC COMMENT:

None.

CLOSED SESSION ITEM:

John Lambeth announced the Board would be discussing the item on the closed session agenda.

ADJOURN TO CLOSED SESSION:

Chair Bartell adjourned the meeting to closed session at 9:04 a.m.

RECONVENE TO OPEN SESSION:

Chair Bartell reconvened the meeting to open session at 9:41 a.m.

CLOSED SESSION REPORT:

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

OPEN SESSION PUBLIC COMMENT:

None.

INFORMATION ITEMS:

- 1) (W)right On Communications presentation of education and outreach plan: Chair Bartell provided background on the importance of the communication program. Grant Wright and Shae Geary presented on the proposed program. Mr. Wright discussed target audiences, channels and methods. Ms. Anderson asked about who would be included in the video(s). Chair Bartell asked about distribution of the video(s). Mr. Greene talked about social media posts. Mr. Wright asked about other languages. Ms. Butler said we should use both Spanish and English.
- 2) SDTMD Board Election Update – Ballots have been mailed and are due back by April 26: Ms. Anderson stated that ballots are due April 26th and that the results will be presented to the Board on May 31st.

ACTION ITEMS:

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

Ms. Butler moved to approve the minutes. Mr. Cowan seconded the motion. Yes 6, No 0, Abstain 0.
- 2) FY 2018 SDTMD Corporation Tax Return: Ms. Batten described the returns for the period ending June 30, 2018.

Mr. Greene moved to approve the SDTMD Corporation tax return. Ms. Turowski seconded the motion. Yes 6, No 0, Abstain 0.
- 3) Surf Cup Sports: Kyle Jones, SDTA National Sales Director, Sports, talked about the nature of the expenses funded by the SDTMD. He requested to move the previously awarded total of \$40,000 for this Man City FY 19 event from multiple line items to just Outside Contractors. Ms. Anderson asked about outside contractors.

Mr. Sood moved to approve the request to move \$40,000 into outside contractors. Chair Bartell seconded the motion. Yes 6, No 0, Abstain 0.
- 4) FY 2026 Supplemental Application Presentation: SDTA/American Thoracic Society/ARVO: Ms. Anderson gave background on this item. The dates did not work and therefore the placeholder can be removed.

Chair Bartell moved to remove the placeholder for the request. Mr. Cowan seconded the motion. Yes 6, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 10:29 a.m.

SDTMD Minutes

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Approved _____
Matt Greene, Secretary

Date _____