

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING
Bahia Resort Hotel: Mission A & B (Public)
998 West Mission Bay Drive, San Diego, CA 92109
Friday, June 21, 2019
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell, Chair, called the meeting to order at 9:02 a.m.

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

Board members absent: Matt Greene and Steve Cowan.

Also in attendance: Colleen Anderson, Executive Director; Zoraida Singley, Batten Accountancy; John Lambeth, Attorney; 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 ON ALL ITEMS:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The April 12, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Butler moved to approve the minutes. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 2) Insurance: Ms. Anderson gave background on the insurance policies.

Mr. Brown moved to approve the insurance policies as proposed. Ms. Turowski seconded the motion. Yes 6, No 0, Abstain 0.

- 3) Surf Cup Sports: Kyle Jones, SDTA National Sales Director, Sports, gave background on the budget adjustment for the FY 2020 Thanksgiving Challenge.

Mr. Sood moved to approve the budget adjustment. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 4) SDTA: Rick Meza, SDTA Vice President and Chief Financial Officer, gave background on the proposed line item adjustments. Ms. Butler asked about the timing of the changes.

Mr. Herrmann moved to approve the proposed budget line item adjustments. Mr. Sood seconded the motion. Yes 6, No 0, Abstain 0.

- 5) Spartan Race: Chair Bartell recused himself for this item and left the room. Cherie Bortnick, Senior Director of Business Development, gave background on the company and the events they produce. She reviewed the successes of their events. The request is for \$41,250, with an ROI of 10.4:1, and they moved the date from March to January.

Ms. Butler moved to approve funding the amount requested. Mr. Sood seconded the motion. Yes 5, No 0, Abstain 0. Recused 1: Bartell.

- 6) USTA-Billie Jean King Girls' National Championships: Chair Bartell rejoined the meeting. Jack McGrory gave background on the USTA-Billie Jean King Girls' National Championships. The request is for \$50,000 with a 10.8:1 ROI. Lornie Kuhle, Tournament Director, thanked the Board for their previous support and talked about the need for funding. Chair Bartell congratulated the group on their success last year and said it was a great event.

Chair Bartell moved to approve funding the amount requested. Ms. Turowski seconded the motion. Yes 6, No 0, Abstain 0.

- 7) San Diego Diplomacy Council: Fabienne Perlov gave background on the diplomacy council. She talked about the meetings they host and how they produce hotel room nights. Jim Davis, Operations Director, provided additional information. He said last year there were 3,147 room nights produced by their delegates. He gave the breakdown of expenditures relative to the \$38,000 request. Mr. Davis described the room nights that would be generated and the ROI of 3.56:1. Mr. Herrmann asked about their other funding sources. Chair Bartell asked about data for room night generation. Mr. Davis said they track all the room nights. They are required to track the room nights by the State Department. Mark Testa said his firm reviewed the room nights. He said they were comfortable with the previous 3000-3500 room nights. He asked how they were going to achieve the projected 6,500. He believes the data suggests approximately 4,000 hotel room nights. Chair Bartell asked about how many hotels are utilized.

Ms. Butler moved to approve funding the amount requested. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 8) Best Coast Beer Festival: Amy Ulkutekin, Event Producer, provided background on the event. She said that this will be their sixth year in San Diego. In 2020, they are expanding from a one-day festival to a three-day festival. Ms. Ulkutekin talked about their partnerships and how the hotel consumption will be in various parts of the city. She also talked about their marketing efforts to bring in visitors. Funding requested is \$65,000 with an ROI of 6.789:1. Ms. Butler asked about previous funding.

Mr. Herrmann moved to approve funding the amount requested. Mr. Sood seconded the motion. Yes 6, No 0, Abstain 0.

- 9) ANOC World Beach Games: Ms. Anderson gave background on the event cancellation.

Chair Bartell moved to defund the event. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 10) FY 2020 Board Elections: Ms. Anderson noted that the City reported out that the top three candidates in terms of votes were Terry Brown, Steve Cowan, and Tim Herrmann.

Ms. Butler moved to approve the election results. Ms. Turowski seconded the motion. Yes 6, No 0, Abstain 0.

- 11) FY 2020 Meeting Calendar: The proposed FY 2020 SDTMD Board meeting calendar was reviewed and discussed.

Mr. Brown moved to approve the calendar. Ms. Butler seconded the motion. Yes 6, No 0, Abstain 0.

- 12) FY 2020 Election of Officers: Mr. Lambeth conducted the election of officers. Mr. Lambeth explained the officer nomination and election process. Lambeth opened the nominations for Chair. Mr. Brown nominated Chair Bartell for Chair. There were no further nominations. Mr. Lambeth closed the nominations. There was a unanimous vote for Chair Bartell to be re-elected as Chair for an additional term. Lambeth opened the nominations for Vice Chair. Ms. Turowski nominated Mr. Brown for Vice Chair. There were no further nominations. Mr. Lambeth closed the nominations. There was a unanimous vote for Mr. Brown to be re-elected as Vice Chair for an additional term. Lambeth opened the nominations for Secretary. Mr. Sood nominated Mr. Herrmann for Secretary. There were no further nominations. Mr. Lambeth closed the nominations. There was a unanimous vote for Mr. Herrmann to be elected as Secretary. Mr. Lambeth opened the nominations for Treasurer. Ms. Butler nominated Mr. Sood for Treasurer. There were no further nominations. Mr. Lambeth closed the nominations. There was a unanimous vote for Mr. Sood to be re-elected as Treasurer for an additional term.

Chair Bartell adjourned the meeting without objection at 10:44 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____