

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS MEETING & CLOSED SESSION
Hilton San Diego Airport/Harbor Island: Spinnaker Room (Public) & Compass Room (Closed)
1960 Harbor Island Drive, San Diego, CA 92101
Friday, July 19, 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, Ilsa Butler, Matt Greene and Alyssa Turowski.

Board members absent: Tim Herrmann and Steve Cowan.

Also in attendance: Jere Batten, 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.

INFORMATION ITEMS:

- 1) Tourism Matters Education and outreach update: Ms. Wright presented information on the campaign. She discussed the importance of the campaign to the TMD goal of producing TMD hotel room nights. She discussed the social media campaign, the website, and the collateral materials. Mr. Greene said it is a great campaign. Chair Bartell asked who would be receiving the materials. Mr. Green suggested that the last bullet include homeless services. Chair Bartell agreed. Mr. Sood suggested assembling a digital package that could be distributed.

ACTION ITEMS:

- 1) Approval of Minutes: The June 21, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

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

- 2) Surf Cup Sports: Kyle Jones, SDTA National Sales Director, Sports, described the budget revisions. Chair Bartell asked about moving the expenses to outside contractors.

Mr. Greene moved to approve the revised budget for FY19. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Greene moved to approve the revised budget for FY21. Ms. Butler seconded the motion. Yes 6, No 0, Abstain 0.

- 3) Best Coast Beer Fest: Chair Bartell gave background on this item.

Ms. Turowski moved to correct the amount to \$60,000. Mr. Greene seconded the motion. Yes 6, No 0, Abstain 0.

- 4) Destination Care: Chair Bartell gave information on the item. Kerri Kapich, COO of SDTA, provided a brief update on the program. She said the program did not perform well due to lack of funding. She described how the program will be modified to create a more niche, successful program. SDTA will bring a proposal back to the Board.

Chair Bartell moved to continue this item to the next Board meeting. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

- 5) Real World Academics Proposal: Mark Testa gave background on this item. He talked about their consistent process for analyzing ROI for all TMD expenditures. He also discussed how they develop their ROI projections before an event. Chair Bartell asked about the cost of the projections. Chair Bartell also asked for more detail about how the projections are developed. Mr. Greene talked about the importance of the ROI information, and the need for even more detailed information.

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

CLOSED SESSION PUBLIC COMMENT:

None.

ADJOURN TO CLOSED SESSION:

Chair Bartell adjourned the meeting to closed session at 9:46 a.m.

RECONVENE TO OPEN SESSION:

Chair Bartell reconvened the meeting to open session at 10:18 a.m.

CLOSED SESSION REPORT:

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

ACTION ITEM:

- 1) Executive Director Performance Appraisal and Salary Review: Bartell gave background on this item. The specific compensation package was presented at the meeting.

Chair Bartell moved to approve the proposed compensation package. Mr. Brown seconded the motion. Yes 6, No 0, Abstain 0.

Chair Bartell adjourned the meeting without objection at 10:20 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____