

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
The Dana on Mission Bay, Sunset Room  
1710 W. Mission Bay Drive, San Diego, CA 92109  
Friday, January 10, 2020  
9:00 a.m.

MINUTES

CALL TO ORDER:

Terry Brown called the meeting to order at 9:01 a.m.

Board members present: Terry Brown, Ilsa Butler, Summer Shoemaker, Tim Herrmann, and Alyssa Turowski.

Board members absent: Richard Bartell, Vikram Sood, and Steve Cowan.

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

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:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The December 13, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Shoemaker moved to approve the minutes. Ms. Turowski seconded the motion. Yes 5, No 0, Abstain 0.

- 2) FY 2021 Annual Application Presentation: Thunderboats Unlimited/San Diego Bayfair: Gregg Mansfield spoke about the history of San Diego Bayfair. He discussed some of the other events that are included in Bayfair, in addition to the boat races. They will continue with America's Greatest BBQ and will add a chili cook-off and a boat building competition. The request is for

\$95,000 with estimated room nights of 17,021 and an ROI of 35:1. Ms. Butler asked about the room nights in 2019.

- 3) FY 2021 Annual Application Presentation: Fast Forward Futures/San Diego Bay Food & Wine Festival: Michelle Metter provided background on the San Diego Bay Food & Wine Festival. She said it was recently awarded the best food and wine festival in the country. Last year's ROI was estimated at approximately 8:1 and they actually produced an ROI of 18.5:1. The funding request is for \$74,500, with a room night projection of 7,605 and an ROI of 21.3:1. Mr. Brown congratulated Ms. Metter on using TMD funds to serve as a catalyst to keep this event going. Ms. Turowski asked Ms. Metter about the need for TMD funds. Ms. Metter said the TMD funds are needed to attract the out of town visitors. Ms. Butler asked about overlap with Beer Week.
- 4) FY 2021 Annual Application Presentation: Best Coast Beer Fest: Amy Ulkutekin, Event Producer, gave background on the Best Coast Beer Fest. She explained how the event is now driving more room nights. She explained their initiatives to drive more attendance. She also described how the event fills rooms in various parts of the city. The request is for \$70,000, with a room night projection of 2,110 and an ROI of 7.2:1. Mr. Herrmann asked about how long it has taken to grow the event.
- 5) FY 2021 Annual Application Presentation: Old Town Chamber of Commerce: Sunny Lee, Executive Director, gave background on the first Lucha Libre festival. She described the Luchador Wrestling and Beer Festival. They are requesting \$25,710 with 1,200 room nights and an ROI of 11.02:1.
- 6) FY 2021 Annual Application Presentation: US Soccer Federation: Kyle Jones, SDTA National Sales Director, Sports, presented information on the US Soccer Federation. He reviewed the previous performance of the event. He discussed how competitive it is to have and keep this event. He described how the teams come from all over the country. They are asking for \$500,000 with a projection of 23,000 room night and an ROI of 9.7:1. Mr. Brown asked about the increase in the funding request. Ms. Anderson asked about contracting directly with US Soccer.

Meeting was adjourned without objection at 10:00 a.m.

Approved \_\_\_\_\_  
Tim Herrmann, Secretary

Date \_\_\_\_\_