

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
HILTON SAN DIEGO AIRPORT/HARBOR ISLAND  
Public Meeting: Spinnaker Room  
1960 Harbor Island Drive, San Diego, CA 92101  
Friday, December 13, 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, Terry Brown, Ilsa Butler, Matt Greene, Tim Herrmann, Vikram Sood and Alyssa Turowski.

Board members absent: Steve Cowan.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; 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:

Molly McGill from CA State Games thanked the SDTMD for its support. She distributed results from their event.

INFORMATION ITEMS:

- 1) Board Member Resignation: Matt Greene said that as of 5:00 pm PST on Friday, December 13, 2019, he will resign from the Board of Directors. Chair Bartell congratulated Mr. Greene on his service and expressed appreciation for all of his comments and insights he has shared with the Board over his tenure.
- 2) SDTA Update (PCMA, Balboa Park): Joe Terzi, President & CEO of SDTA, gave an update on PCMA. 2012 was the last time PCMA was in San Diego. He discussed the business points of the deal and described the opportunity to bring the event back to San Diego. He said he will be requesting \$1.5M from SDTMD in the future. Chair Bartell mentioned how important this event is to San Diego. Mr. Terzi talked about discussions with the City and other stakeholders regarding the future of Balboa Park. He described a process to do additional future planning. He said he would be requesting \$25,000 from the SDTMD to help fund the process. Mr. Greene gave

background on discussions with the City and needs for the park. Mr. Herrmann asked where funding was coming from for existing work being done.

- 3) Gaslamp Quarter Association update on 5<sup>th</sup> Avenue Promenade: Michael Trimble, Executive Director of Gaslamp Quarter Association, gave background on the Gaslamp Promenade project. He discussed the eight district plazas and two sub-plazas. Mr. Greene asked about 6<sup>th</sup> Avenue. Mr. Trimble identified several grant opportunities that may pay for the improvements. Mr. Herrmann asked about the retail mix, safety, and cleanliness. Ms. Butler asked about the proposed paving materials. Mr. Sood asked about the reaction from property owners and developers. Mr. Sood discussed pedestrian-only promenades in other cities.
- 4) Opportunity/Catastrophe Reserve Update: Chair Bartell mentioned the Fiscal Year started July 1, 2019. He said generally the Board has been interested in maintaining approximately \$1M in reserves. Ms. Batten said that the collections seem to be consistent with the projections. She reviewed the opportunity/catastrophe budget and status.

#### ACTION ITEMS:

- 1) Director Vacancy to be filled by Board: Chair Bartell gave background on this item. He introduced Summer Shoemaker, General Manager of the La Valencia Hotel, and recommended that the Board consider her appointment.

Chair Bartell moved to appoint Ms. Shoemaker to fill the vacancy on the Board. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

Ms. Shoemaker joined the Board.

- 2) Approval of Minutes: The October 18, 2019 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Mr. Greene moved to approve the minutes. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 3) Batten Accountancy Fee: Ms. Anderson gave background on the proposed adjustment.

Mr. Brown moved to approve the proposed adjustment. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 4) SDTA – Approval of Sponsorships: Joe Terzi gave background on the recent sponsorships.

Mr. Herrmann moved to approve the proposed sponsorships. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 5) Spartan Race: Kyle Jones, SDTA National Sales Director, Sports presented details on the date change request from January 3 – January 5, 2020 to Easter Weekend, April 10 – April 12, 2020. Mark Testa provided additional detail. Mike McDowell, SDTA President of the Sports Commission, discussed the opportunity to continue with this event in the future.

Mr. Greene moved to approve the date change request. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.

- 6) San Diego Gaelic Athletic Games: Tracey Rivera, Chairperson, and Declan Hartney, Secretary from the San Diego Gaelic Athletic Games, provided background on the event. They explained how their number of participants is expected to double in FY 2020. Their request is for \$45,000 with an ROI of 3.45:1. Chair Bartell asked about the ROI projection. Mr. Testa asked about what will drive additional participation. Ms. Butler asked about the focus within the City of San Diego. Mr. Greene asked about the additional participation projection. Chair Bartell talked about the projections and timing of the event. He said the projections are speculative and at a time when there are a lot of visitors in San Diego. Mr. Brown agreed. Mr. Sood said he agreed but discussed nurturing new events. He suggested that the applicants return with a reduced request and additional information. Mr. Greene said that it will be difficult to fund the event.

Action on this item was not taken for lack of a motion.

- 7) US Soccer: Kyle Jones, SDTA, and Amy Hopfinger, Director of Events at US Soccer Development Academy, gave background on this item. 8.85:1 ROI is forecasted for 2020, and 9.74:1 in 2021. Ms. Hopfinger talked about US Soccer, a 501(c)(3) and described their programs. Mr. Testa stated that the numbers are conservative and the ROI looks good. Chair Bartell asked where the participants stay. Mr. Brown spoke in support of the application.

Mr. Brown moved to approve the request. Ms. Turowski seconded the motion. Yes 8, No 0, Abstain 0.

- 8) La Jolla Historical Society: Ms. Shoemaker said she would recuse herself and left the room. Kevin Leap, Chair of Sponsor Services and Mike Dorvillier, Chairman, representing La Jolla Historical Society, gave background on the La Jolla Concours d'Elegance. They talked about the growth of the event and the attendees. Mr. Testa said the projections are strong. The request is for \$60,000 from the SDTMD. Mr. Leap and Mr. Dorvillier talked about the tremendous growth potential for the event. Chair Bartell asked about historic room night generation. He also asked about incremental room nights that would be produced with the \$60,000 requested.

Mr. Sood moved to approve the request. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0. Ms. Shoemaker did not participate.

- 9) SDTA – Destination Care: Joe Terzi gave background on this item. He said this could be a great opportunity for future growth in the market. He said the program is not yet developed enough to request SDTMD funding.

No action taken.

Chair Bartell adjourned the meeting without objection at 11:45 a.m.

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

Date \_\_\_\_\_