

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
Hilton Bayfront Hotel, Indigo A Room
1 Park Blvd, San Diego, CA 92101
Friday, January 24, 2020
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:00 a.m.

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

Board members absent: None.

Also in attendance: Colleen Anderson, Executive Director; Zoraida Singley, 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:

None.

INFORMATION ITEMS:

- 1) FY 2021 TMD Collections Projection Update: Chair Bartell provided background on this item. Ms. Batten stated that projections are down and that if the current trend continues throughout the year, the revenue will be down by \$1.7M.

ACTION ITEMS:

- 1) Approval of Minutes: The January 10, 2020 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Mr. Brown moved to approve the minutes. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2019 SDTMD Audit: Jared Herron, Senior Audit Manager from Redwitz presented on the draft audit.

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

- 3) Director Limits on Terms and Term Limits: Chair Bartell provided the history on this item.

Mr. Brown moved to extend Chair Bartell's term for an additional three years. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 4) Initiate the FY 2021 SDTMD Board Election Process: Ms. Anderson gave background on this item.

Mr. Brown moved to approve the board election timeline. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.

Chair Bartell moved to create an ad hoc nominating committee and appoint Ms. Turowski, Mr. Brown, and Mr. Herrmann. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

- 5) FY 2021 Annual Application Presentation: California State Games (Summer and Winter Events): Sandi Hill, Executive Director, provided background on the Summer California State Games. She explained the success of previous games and described the marketing plan. She also discussed the year-round exposure from the marketing effort. They are requesting \$100,000 with 13,500 room nights and an ROI of 23.35:1. Chair Bartell asked about which event has the most potential for growth. Ms. Butler asked about hotel usage. Ms. Hill said the Winter California State Games was off-peak and described the previous successes of the event. She is requesting \$85,000, with 4,000 room nights and an ROI of 6.54:1. Mr. Herrmann asked about the vendor to help with booking.

- 6) FY 2021 Annual Application Presentation: San Diego Crew Classic: Bobbie Smith, Executive Director, and Mark Rose, President of San Diego Crew Classic, presented. They described a successful 2019 event. San Diego Crew Classic is the second largest rowing event in the United States. Ms. Smith thanked the Board for their previous support. She explained how the event includes high school, collegiate, and masters. The historical attendance is 16,000, with 15,000 from out of town. The funding request is \$150,000 with 6,777 room nights, and with an ROI of 8.8:1. Chair Bartell asked about projections for the 2020 event.

- 7) FY 2021 Annual Application Presentation: California Police Athletic Federation: Ben Orgovan-Lee, Special Projects Manager from the California Police Athletic Federation, described the proposed event. He talked about the history of the games and all of the agencies that are involved. They expect to attract 3,500 athletes. They are requesting \$74,000 with room nights of 9,343 and an ROI of 5.27:1. Mr. Cowan asked about the projected increase in room nights. Ms. Turowski asked about how participants are directed to TMD hotels. Chair Bartell asked about why the room night projection is so much higher than the previous event.

- 8) FY 2021 Annual Application Presentation: San Diego Bowl Game Association/Holiday Bowl: Mark Neville, CEO, and Craig Nichols, Chief Revenue Officer of the San Diego Bowl Game Association described the changes in the Bowl Game industry. Mr. Neville talked about many of the recent changes to ensure the success of the Holiday Bowl. The game is held during a high need period and brings many visitors to San Diego. They described the new teams and visitors

that would be coming to San Diego because of a new partnership with the ACC. The request is for \$435,000 with 21,000 room nights and an ROI of 9:1. Ms. Turowski asked about room night projections. Mr. Herrmann asked about the variation in room nights based on different teams. Mr. Brown asked about the changes in bowl games. Ms. Butler asked about whether the Holiday Bowl might be moving. Chair Bartell asked about the reduction in room night projections. Ms. Anderson gave background on the projections. Chair Bartell asked what would happen without TMD funding.

9) FY 2021 Annual Application Presentation: Tribu Experientiel/Jackalope:

Kyle Jones, SDTA National Sales Director, Sports, and Micah Desforges, President from Tribu Experientiel/Jackalope, presented background on the event and the attendees. They talked about some of the draws to the event, including Tony Hawk. The event will be focused in year one on skateboarding and rock climbing. Chair Bartell asked about how many hotels would receive visitors based on their projections. Mr. Desforges talked about the various target audiences for the event. They are requesting \$200,000 with 3,000 room nights and an ROI of 3.14:1. Mr. Herrmann asked about corporate sponsorships. Mr. Cowan asked about how much of the budget is dedicated to marketing. Ms. Butler asked about ROI tracking and date flexibility. Ms. Anderson asked about ADR for their Montreal event. Chair Bartell spoke about the amount of the request and the ROI.

Meeting was adjourned without objection at 11:10 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____