

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
Hilton Harbor Island, Skyline/Lindbergh Room
1960 Harbor Drive, San Diego, CA 92101
Friday, February 14, 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; Jere Batten & Zoraida Singley, Batten Accountancy.

INTRODUCTIONS:

Colleen Anderson reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. Ms. Anderson stated that Directors are discouraged from speaking with applicants and must disclose any communications they have had with an applicant. Ms. Anderson 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 January 24, 2020 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Butler moved to approve the minutes. Ms. Turowski seconded the motion. Yes 8, No 0, Abstain 0.

- 2) SDTA FY20 Budget Adjustment: Rick Meza presented the request to reallocate funds from the Targeted Marketing Sales and Programs to Destination Sales Programs.

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

- 3) SDTMD FY 20 Budget Adjustment: Jere Batten presented the revisions to the Administrative budget.

Chair Bartell moved to approve the budget adjustment. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

- 4) FY 2019 SDTMD Annual Report: Ms. Anderson gave background on this item.

Ms. Turowski moved to approve the FY 19 Annual Report. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 5) FY 2021 Annual Application Presentation: San Diego Tourism Authority: Kerri Kapich, COO, provided background on recent videos highlighting Council Districts of San Diego as well as current trends in the food and beverage scene. Also discussed were prior year Legal Reserve Release and plans to deplete the Reserve over the next 3 years. Rick Meza, CFO, reviewed projected FY 21 budget and current year forecast. Mr. Cowan asked about decrease in advertising dollars. Mr. Herrmann asked about plans for China marketing. Mr. Herrmann asked about how Convention Center subsidies would be funded for future conventions. Ms. Kapich reviewed the overall marketing plan for FY 2021 and detailed the international marketing programs of work, the top 3 strategic priorities and detailed Year 2 of the domestic broadcast plan. Chair Bartell asked for more detail on how ROI is being calculated on the targeting marketing and the destination marketing and overall advertising effectiveness. Mr. Herrmann asked about long term budget planning as the Legal Reserve is depleted and overcoming that loss of available funds. Mr. Cowan asked about terminating the office space in Alexandria, VA.

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

Approved _____
Tim Herrmann, Secretary

Date _____