

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
The Dana on Mission Bay - Sunset Room
1710 West Mission Bay Drive, San Diego, CA 92109
Friday, March 6, 2020
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:02 a.m.

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

Board members absent: Alyssa Turowski.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Grant 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 February 14, 2020 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Butler moved to approve the minutes. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

- 2) Correction of Minutes: Chair Bartell explained the corrections made to the January 10, 2020 and January 24, 2020 meeting minutes.

Mr. Sood moved to approve the corrections. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

- 3) FY 2021 Board of Directors Election: Ms. Anderson gave background on this item. Mr. Brown said the 2020 Ad hoc Nominating Committee met and discussed possible candidates. The 2020 Ad hoc Nominating Committee slate includes Summer Shoemaker, Richard Bartell, and Joe Terzi.

Mr. Brown moved to approve the slate of candidates. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

- 4) FY 2019 SDTMD Corporation Tax Return: Ms. Batten reviewed the returns.

Mr. Brown moved to approve the tax returns. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

- 5) FY 2020 California Police Athletic Federation Budget Adjustment: Ms. Anderson discussed the change to the budget.

Chair Bartell moved to approve the budget change. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

- 6) Renewal of the SDTMD Operating Agreement with the City of San Diego: Mr. Lambeth gave background on the changes and updates to the agreement. He thanked Meredith Dibden-Brown and the City team, Jere Batten and her team, and Colleen Anderson for their hard work on the revised agreement.

Ms. Butler moved to approve the agreement as drafted, authorize the chair to approve minor revisions, and execute the final agreement. Mr. Herrmann seconded the motion. Yes 7, No 0, Abstain 0.

- 7) TMD Revenue Forecast: Chair Bartell talked about the difficulty with projecting future collections. Ms. Batten explained the options for forecasting revenue. Chair Bartell asked the Board for their direction regarding forecasts. The Board discussed the options and provided direction on growth rates for the coming months. Based on the projections, \$38,233,540 is the total TMD FY 2021 projected budget. Ms. Dibden-Brown explained how the purchase order process works with the City.

Mr. Brown moved to approve the projected growth. Mr. Herrmann seconded the motion. Yes 7, No 0, Abstain 0.

- 8) Opportunity/Catastrophe (O/C) & Administration Allocations: Ms. Batten gave background on the allocations between Administration and Opportunity/Catastrophe.

Mr. Sood moved to apportion 3% to Administration and 7% to Opportunity/Catastrophe. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

The Board also discussed the allocation of funds that were in the litigation reserve.

Mr. Brown moved to allocate \$8,500,000 from litigation reserve to distributable funds. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

- 9) FY 2021 Funding Allocations: Chair Bartell explained the ranking sheet process and purpose to assist with the order of discussion items. Ms. Batten discussed the Board rankings. The Board discussed the need for a reserve in the Opportunity/Catastrophe fund.

Chair Bartell commenced the discussion on each of the applicants.

STDA: There was discussion about reductions to SDTA's budget as well as reductions to other applicant requests. Mr. Brown suggested that SDTA be reduced by \$1,500,000. Mr. Brown moved to tentatively approve funding the amount (\$40,591,613). Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

San Diego Bayfair/Thunderboats: Chair Bartell moved to tentatively approve funding in the amount of \$95,000. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

San Diego Bowl Game Association/Holiday Bowl: Ms. Shoemaker moved to tentatively approve funding in the amount of \$360,000. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

California State Games – Summer: Mr. Sood moved to tentatively approve funding in the amount of \$85,000. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

Mark Neville, CEO of Holiday Bowl, and Sandi Hill, Executive Director of California State Games submitted speaker slips. Chair Bartell asked for their comments. Mr. Neville said there will be a significant reduction in their media revenue and that it is a particularly difficult year. He asked for full funding. Ms. Hill said that it will be difficult for them to make up the deficit tentatively agreed to by the Board. She requested the full funding.

San Diego Bay Wine & Food Festival: Mr. Brown moved to tentatively approve funding in the amount of \$74,500. Mr. Sood seconded the motion. Yes 7, No 0, Abstain 0.

Chair Bartell stated that US Soccer and Jackalope would be tabled and brought back for discussion at a later meeting. Ms. Batten briefed the Board on revised numbers. Ms. Anderson informed the Board that SDTA desires to bring US Soccer back for discussion at a future meeting.

California Police Athletic Federation: Mr. Herrmann moved to tentatively approve funding in the amount of \$74,000. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

California State Games – Winter: Mr. Brown moved to tentatively approve funding in the amount of \$85,000. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

Old Town Chamber of Commerce: Mr. Herrmann moved to tentatively approve funding in the amount of \$22,750. Mr. Sood seconded the motion. Yes 7, No 0, Abstain 0.

Best Coast Beer Fest: Chair Bartell moved to tentatively approve funding in the amount of \$70,000. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

San Diego Crew Classic, Inc: Mr. Brown moved to tentatively approve funding in the amount of \$150,000. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0.

The Board revisited their tentative decisions:

SDTA – The Board did not desire to change their tentative decision.

San Diego Bowl Game Association/Holiday Bowl – Mr. Brown moved to amend the Board’s previous tentative decision, and tentatively approve funding in the amount of \$435,000. Mr. Herrmann seconded the motion. Yes 7, No 0, Abstain 0.

California State Games – Winter – Mr. Sood moved to amend the Board’s previous tentative decision, and tentatively approve funding in the amount of \$100,000. Mr. Cowan seconded the motion. Yes 7, No 0, Abstain 0. Chair Bartell asked for any other speakers. There were none.

The Board did not take action on US Soccer or Jackalope. Chair Bartell invited both US Soccer and Jackalope to come back to the TMD to request a supplemental funding request.

10) FY 2021 SDTMD Admin Detail & Consolidated Budget: Ms. Batten reviewed the admin detail.

Mr. Cowan moved to approve FY 2021 admin budget. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

Ms. Batten reviewed the consolidated budget and the Board’s tentative decisions.

Ms. Shoemaker moved to approve FY 2021 consolidated budget. Mr. Herrmann seconded the motion. Yes 7, No 0, Abstain 0.

Ms. Batten discussed the status of the FY 20 budget. Mr. Terzi asked about the projections.

Meeting was adjourned without objection at 10:38 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____