

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL TELEPHONIC MEETING
Telephonic Meeting
Tuesday, May 19, 2020
10:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 10:01 a.m.

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

Board members absent: Vikram Sood.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten and 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 May 12, 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 7, No 0, Abstain 0.

- 2) SDTMD Revenue Forecast: Ms. Anderson gave background on the proposed revisions. Ms. Kapich explained the assumptions that are included in the revised forecast.

Mr. Cowan moved to approve the revised TMD revenue forecast. Mr. Brown seconded the motion. Yes 7, No 0, Abstain 0.

- 3) SDTA Budget Revision: Rick Meza of SDTA explained the proposed changes to SDTA budget. Ms. Kapich explained the program of work and the speed of implementation. She mentioned that approximately \$100,000 would be spent on local market advertising for San Diego to jump start hotel demand. Chair Bartell asked about how the marketing plan was consistent with the opening schedule. Chair Bartell emphasized the need for speed and agility.

Mr. Brown moved to approve the revision to the SDTA budget. Ms. Turowski seconded the motion. Yes 7, No 0, Abstain 0.

- 4) FY 2021 SDTMD Consolidated Budget: Ms. Batten gave background on the consolidated budget. She explained that the amount to be taken out of Opportunity/Catastrophe is \$1,411,359.

Ms. Turowski moved to approve the change in amount to come out of Opportunity/Catastrophe to \$1,411,359 and approve the revised consolidated budget. Chair Bartell seconded the motion. Yes 7, No 0, Abstain 0.

Meeting was adjourned without objection at 10:45 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____