

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS TELEPHONIC MEETING

Telephonic Meeting
Friday, July 17, 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 Joe Terzi.

Board members absent: Alyssa Turowski.

Also in attendance: Colleen Anderson, Executive Director; Licia Walsworth, (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:

- 1) July Application Workshop: Ms. Anderson described the application workshop that the TMD held. There were 80 attendees over the two-day workshop. Mr. Terzi added that it was a terrific presentation.

ACTION ITEMS:

- 1) Approval of Minutes: The May 29, 2020 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Mr. Brown moved to approve the minutes. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0.

- 2) Insurance: Ms. Anderson described the insurance. Directors and Officers, general liability and crime policies are all carried by the TMD. Ms. Anderson described the amounts of coverage and premiums.

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

- 3) SDTA FY 20 Budget Revision: Rick Meza from SDTA described the proposed changes. The total budget did not change, just the allocations between the categories.

Mr. Terzi moved to approve the budget revision. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.

- 4) SDTA “Staydiego” Campaign: Chair Bartell gave background on the effort. Kerri Kapich from SDTA described the specifics of the campaign. She detailed the messages and the media channels. Mr. Terzi asked about partner involvement. Ms. Butler expressed support for the campaign. Chair Bartell said this is a great campaign.

Ms. Butler moved to approve \$100,000 for the “Staydiego” campaign. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

- 5) SDTMD Revenue Forecast: Chair Bartell explained the background on this item. Ms. Anderson explained the details of the revenue forecast. Susan Bruinzeel from SDTA talked in more detail about group business forecasts. Mr. Terzi asked about the Tourism Economics projections. Mr. Herrmann talked about group cancellations. Julie Coker from SDTA provided additional details on the projection assumptions. Chair Bartell asked about competitors.

Mr. Terzi moved to approve the revised revenue forecast. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 10:03 a.m.

Approved _____
Tim Herrmann, Secretary

Date_____