

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS TELEPHONIC MEETING

Telephonic Meeting  
Friday, August 14, 2020  
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:04 a.m.

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

Board members absent: Tim Herrmann.

Also in attendance: Colleen Anderson, Executive Director; Licia Walsworth, (W)right On Communications.

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 July 17, 2020 meeting minutes were reviewed, discussed, and considered for approval by the Board.

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

- 2) SDTA FY 21 Budget Revision: Chair Bartell explained the background on this item and introduced Julie Coker from SDTA. Ms. Coker explained overall budget reductions. Mr. Rick Meza from SDTA explained the reductions in line item expenses. Kerri Kapich from SDTA reviewed the changes to the advertising and marketing plans. Chair Bartell asked about the spot markets and what other cities are doing for marketing. Mr. Terzi requested the Executive Committee discuss whether the OmniTrak ROI report is a necessary at this time.

Mr. Terzi asked if additional funds were allocated to the citywide sales team at this time. Ms. Coker responded that there were no additional funds allocated and that she was working with the Convention Center on expense control to protect their commitment of 1.5M to fund the citywide sales effort.

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

Meeting was adjourned without objection at 9:48 a.m.

Approved \_\_\_\_\_  
Tim Herrmann, Secretary

Date \_\_\_\_\_