

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS TELEPHONIC MEETING

Telephonic Meeting
Friday, October 16, 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, Alyssa Turowski and Joe Terzi.

Board members absent: None.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Licia Walsworth, (W)right On Communications; Zoraida Singley, Batten Accountancy; 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) Review FY2022 Application Timeline: Ms. Anderson stated that the application process has begun. There was a workshop and there will be another workshop next week. The deadline for applications to be finalized is November 13, 2020. SDTMD hearings will be in January 2021 and decisions will be made in March 2021.
- 2) Upcoming ED&IR Meeting: Ms. Anderson gave an update regarding the budget and releasing the litigation reserve. The ED&IR is scheduled for October 28, 2020. Mr. Terzi asked about responses to the litigation reserve issue.

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. Butler seconded the motion. Yes 9, No 0, Abstain 0.

- 2) Real World Academics Proposal: Mr. Carl Winston described their proposal. Ms. Anderson described the details of the work. Chair Bartell noted the cost differential between events.

Mr. Sood moved to approve Real World Academics to perform ROI for FY21 applicants. Mr. Cowan seconded the motion. Yes 9, No 0, Abstain 0.

- 3) Real World Academics Proposal: Mr. Winston explained the FY22 proposal. Chair Bartell asked about the pricing. He also asked about the work performed by Tourism Economics. Ms. Kapich said Tourism Economics does economic forecasting for the destination. Chair Bartell asked Mr. Winston about Real World Academics' services.

Mr. Terzi moved to approve the proposal. Mr. Cowan seconded the motion. Yes 9, No 0, Abstain 0.

- 4) Litigation Reserve Release: Chair Bartell gave background on the effort. Ms. Anderson explained that the request of the City is to release \$5,361,540 that is in litigation reserve. Ms. Batten talked about removing the City administrative fee from the reserve.

Ms. Turowski moved to approve the release of remaining litigation reserve amount of \$5,361,540 to the Opportunity/Catastrophe fund. Ms. Butler seconded the motion. Yes 9, No 0, Abstain 0.

- 5) SDTMD FY21 Budget Revision: Ms. Anderson reviewed the updated assessment projection. Ms. Batten reviewed the other changes to the FY21 budget. Mr. Terzi asked about updated Tourism Economics forecast.

Mr. Terzi moved to approve the proposed revised FY21 budget. Mr. Sood seconded the motion. Yes 9, No 0, Abstain 0.

- 6) SDTMD FY21 Revenue Forecast: Ms. Susan Bruinzeel reviewed the Tourism Economics forecast. Ms. Butler asked about the current figures compared to earlier data. Mr. Terzi mentioned that there is a CalTravel effort to hire assistance on a meetings effort. Chair Bartell asked about assumptions for group business. Mr. Sood asked about status with attractions. Mr. Herrmann asked about Sea World and Disneyland progress.

Chair Bartell moved to approve the proposed revenue forecast. Mr. Herrmann seconded the motion. Yes 9, No 0, Abstain 0.

Meeting was adjourned without objection at 10:00 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____