

SAN DIEGO TOURISM MARKETING DISTRICT
SPECIAL BOARD OF DIRECTORS TELEPHONIC MEETING
Telephonic Meeting
Friday, January 15, 2021
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:01 a.m.

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

Board members absent: Tim Herrmann.

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:

None.

ACTION ITEMS:

- 1) Approval of Minutes: The December 16, 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 8, No 0, Abstain 0.

- 2) SDTMD FY21 Revenue Forecast: Ms. Anderson gave background on the revenue forecast. The City has asked about the TMD's best forecast. Julie Coker, President & CEO of SDTA, talked about the challenges associated with the December shutdown and the opportunities associated with federal relief. Kerri Kapich, of SDTA, presented the hotel and TMD forecast. Ms. Coker discussed the implications on the budget for SDTA and SDTMD.

Mr. Terzi moved to approve the forecast this FY of \$14,000,000. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

- 3) Initiate the FY 2022 SDTMD Board Election Process: Chair Bartell gave background on the need for the election and described the election process. He also discussed creation of the Ad Hoc Nomination Committee and that he proposed Ms. Shoemaker and Mr. Terzi to be members. Ms. Anderson described the details of the election timeline. Mr. Lambeth mentioned the ballot counting and talked about the election process.

Mr. Brown moved to approve the election process as outlined (2021 Board Elections Sheet) and investigate the best timeline for determining the weighting of the ballots. He also moved to create an Ad Hoc Nomination Committee and appoint Ms. Shoemaker and Mr. Terzi to the Nomination Committee. Mr. Sood seconded the motion. Yes 8, No 0, Abstain 0.

- 4) SDTMD 2020 Tax Return: Ms. Batten provided background on the TMD 2020 tax return.

Ms. Turowski moved to approve the tax return. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 5) SDTMD FY 2020 Annual Report: Ms. Anderson talked about the FY 2020 Annual Report and the return on investment numbers in aggregate and by individual investment.

Chair Bartell moved to approve the Annual Report. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

- 6) The Brown Act: Mr. Lambeth gave the board a presentation on the Brown Act, Public Records act, and conflict of interest, including new rules for 2021.

Meeting was adjourned without objection at 10:46 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____