

SAN DIEGO TOURISM MARKETING DISTRICT
SPECIAL BOARD OF DIRECTORS TELEPHONIC MEETING
Telephonic Meeting
Friday, March 26, 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, Tim Herrmann, Vikram Sood, Ilsa Butler, Summer Shoemaker, Joe Terzi and Alyssa Turowski.

Board members absent: None.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Shae Geary, (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 also stated that there would be no discussions related to future prices, pricing policies, nor competitive practices. Mr. Lambeth informed the Board of the rules associated with recusal.

PUBLIC COMMENT ON ALL ITEMS:

None.

INFORMATION ITEMS:

Ms. Anderson let the TMD Board know that there is a new, revised website.

ACTION ITEMS:

- 1) Approval of Minutes: The January 25, 2021 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Ms. Butler moved to approve the minutes. Ms. Shoemaker seconded the motion. Yes 9, No 0, Abstain 0.

- 2) FY 2021 TMD Revenue Forecast: Chair Bartell gave background on this item. Ms. Julie Coker, SDTA, provided an overview of the hospitality economy and the associated challenges. Ms. Kerri Kapich, SDTA, provided the quarterly detail of the forecast. In addition, she shared the forecast for 2022 and 2023. Mr. Terzi asked about the projects for the remainder of FY21. Mr. Cowan

suggested that comparisons be made to the 2019 results. Chair Bartell suggested that forecast be reviewed again in one month.

Mr. Terzi moved to approve the forecast of \$14,000,000 for FY21. Mr. Herrmann seconded the motion. Yes 9, No 0, Abstain 0.

- 3) FY 2021 SDTMD Admin Budget Revision: Ms. Jere Batten reviewed the administrative budget and detailed the reductions.

Ms. Butler moved to approve the FY21 Admin Budget Revision. Mr. Brown seconded the motion. Yes 9, No 0, Abstain 0.

- 4) FY 2021 SDTA Budget Revision: Ms. Kapich gave an overview of the FY21 SDTA Budget Revision. Mr. Rick Meza, SDTA, presented details of the SDTA revised budget. Mr. Terzi asked about applying for the second round of PPP.

Mr. Terzi moved to approve the SDTA Budget revisions. Mr. Sood seconded the motion. Yes 9, No 0, Abstain 0.

- 5) FY 2022 SDTA Annual Application Presentation: Ms. Kapich provided an overview of the information. Mr. Meza gave detailed information about the FY22 SDTA application. Ms. Kapich reviewed visitation, hotel performance, and TOT collections. Ms. Coker talked about sales activity. She discussed the hotel meeting sales team and the city-wide meeting sales team and the improved coordination. She also talked about a new enhanced approach to customer acquisition. She addressed the efforts to maximize Convention Center production. Ms. Kapich talked about the recovery plan of work for leisure. Mr. Cowan said it was a very well-thought out, comprehensive presentation. Chair Bartell agreed. Mr. Terzi left the meeting.

- 6) FY 2022 Board of Directors Election Timeline: Ms. Anderson explained the amendment to the FY22 Board of Directors Election timeline.

Chair Bartell moved to approve the Board of Directors Election timeline change. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

- 7) FY 2022 Board of Directors Election: Ms. Anderson reviewed the election process. Ms. Shoemaker described the ballot.

Ms. Shoemaker moved to approve the ballot as presented. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 10:48 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____