

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, April 16, 2021
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:08 a.m.

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

Board members absent: Alyssa Turowski.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Julie Wright, (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 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 March 26, 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 8, No 0, Abstain 0.

- 2) TMD Revenue Forecast: Ms. Batten reviewed the past TMD collections and talked about previous projections. Mr. Terzi asked about the shortfall in February 2021 numbers.

Mr. Terzi moved to approve the revenue forecast of \$14,000,000 for FY21. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

Ms. Batten described the FY22 forecast.

Mr. Brown moved to approve the FY22 projection of \$26,668,897. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 3) Opportunity/Catastrophe (O/C) & Administration Allocations: Chair Bartell provided background on this item. Staff recommendation is 3% for administration and 7% for opportunity/catastrophe. Ms. Batten and Ms. Anderson said a 3% estimate for administration is a good projection.

Mr. Cowan moved to approve the Opportunity/Catastrophe and Administration allocations at 7% and 3% respectively. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 4) FY 2022 Funding Allocation: Ms. Kapich gave background on this item. She described a proposed \$75,000 co-op program of promotion in the regions of San Diego. Chair Bartell described the previous regional promotion program. Mr. Terzi said he wanted to make sure the program was equitable throughout the City. Ms. Shoemaker asked about tracking ROI for the program. Ms. Kapich talked about tracking through OTAs. Mr. Sood asked about the duration of the program. Ms. Batten asked if the program will fall under the Targeted Marketing budget.

Mr. Brown moved to approve the SDTA funding as amended with regional program for \$26,703,389. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0.

- 5) FY 2022 SDTMD Admin Detail & Consolidated Budget: Ms. Batten reviewed the consolidated budget and the opportunity/catastrophe allocation. Chair Bartell talked about applications from applicants other than SDTA.

Mr. Terzi moved to approve to dedicate up to \$1,000,000 for other opportunities in FY22 for future applications. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

Mr. Sood moved to approve the FY22 admin budget. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

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

- 6) FY 2022 Meeting Calendar: Ms. Anderson reviewed the FY 2022 board meeting schedule.

Chair Bartell moved to approve the calendar as presented. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 9:52 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____