

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING

Telephonic Meeting
Friday, May 28, 2021
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, Steve Cowan, Tim Herrmann, Vikram Sood, Summer Shoemaker, Joe Terzi, and Alyssa Turowski.

Board members absent: Ilsa Butler.

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 she will give an update on the current TMD assessment at the next Board meeting in June. Ms. Anderson reported on the ED&IR Committee meeting on the FY22 budget. Chair Bartell congratulated Ms. Anderson and the team for doing a great job on the Council meetings and the Committee hearing.

ACTION ITEMS:

- 1) Approval of Minutes: The April 16, 2021 meeting minutes were reviewed, discussed, and considered for approval by the Board.

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

- 2) Real World Academics Proposal: Mr. Carl Winston provided background on the proposal and discussed the events and the budget. Mr. Brown expressed concern about the “possible” classification for room nights. Mr. Mark Testa explained why and how they use the “possible”

classification. Mr. Terzi agreed with Mr. Brown. Mr. Winston said that “possible” usually means there is insufficient data. Chair Bartell and Mr. Terzi suggested adding more detail about the likelihood as well as factors that would impact room nights.

Mr. Terzi moved to approve the Real World Academics agreement. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

- 3) FY 2022 Supplemental Application Presentation: Best Coast Beer Fest: Ms. Amy Ulkutekin, Event Producer, gave background on the Best Coast Beer Fest. She said this was the 8th year of the event. She mentioned 42% of ticket purchases are from outside of San Diego County. The organization is focused on selling 3-day tickets. Mr. Terzi said that he thought the room night projection was too low. Ms. Ulkutekin said their projections were conservative. Mr. Terzi suggested working closely with SDTA.

The requested amount is \$70,000 with a projected ROI of 6:1.

- 4) FY 2022 Supplemental Application Presentation: California Police Athletic Federation: Mr. Ben Orgovan-Lee, Special Projects Manager from the California Police Athletic Federation, described the proposed event. They expect approximately 2,000 athletes. He discussed the success of events in prior years. Mr. Testa asked about participation of TMD hotels. Mr. Orgovan-Lee explained how they are focusing on TMD hotels.

The requested amount is \$51,500 with a projected ROI of 32:1.

- 5) FY 2022 Supplemental Application Presentation: California State Games (Summer and Winter Events): Ms. Sandi Hill, Executive Director, said they were excited to be back and provided background on the Summer and Winter California State Games. She explained that 2019 was the largest games that they have had. She explained that for Summer 2021 they have expanded their dates. She reviewed the 2022 Winter games and the marketing plans. Mr. Terzi asked about the room night projections.

The requested amount is \$80,000 for the summer games with a projected ROI of 26.38:1, and \$50,000 for the winter games with an ROI of 8.62:1.

Ms. Shoemaker recused herself for the next item, left the virtual meeting and went into the waiting room.

- 6) FY 2022 Supplemental Application Presentation: Concors d’Elegance: Mr. Kevin Leap gave background on this event. He talked about the history and the growth of the event. He discussed the improvements to the event. Mr. Terzi asked about strategies for driving out-of-town attendance. 2022 would be the first year of marketing to out-of-town attendees. Ms. Anderson asked about park capacity.

The requested amount is \$60,000 with a projected ROI of 7:1.

- 7) FY 2022 Supplemental Application Presentation: ECNL Boys Fall Showcase: Ms. Shoemaker rejoined to the meeting. Kyle Jones, with Maverick Sports Partnership, gave a presentation addressing all three events (ECNL Boys Fall Showcase, ECNL Boys Playoffs, and ECNL Girls

Spring Showcase). He talked about the growth in room night projections over the years. He reviewed where the clubs were coming from and the demand for overnight accommodations. He mentioned that in 2019 the playoffs had grown to over 10,000 room nights in the contracted block in over 54 TMD hotels. He reviewed the San Diego sports facilities and the competing facilities. Mr. Sood asked about whether there are spill over attendees in Oceanside. Mr. Cowan asked about where friends, family, and spectators will stay. Chair Bartell asked about the natural advantages for San Diego.

The requested amount is \$80,000 for the ECNL Boys Fall Showcase with a projected ROI of 12.75:1.

- 8) FY 2022 Supplemental Application Presentation: ECNL Boys Playoffs: Discussed in agenda item #7.

The requested amount is \$160,000 for the ECNL Boys Playoffs with a projected ROI of 18.4:1.

- 9) FY 2022 Supplemental Application Presentation: ECNL Girls Spring Showcase: Discussed in agenda item #7.

The requested amount is \$80,000 for the ECNL Girls Spring Showcase with a projected ROI of 10.31:1.

- 10) FY 2022 Board Elections: Mr. Lambeth stated that the three top vote getters in the Board elections were: Ilsa Butler, Alyssa Turowski and Vikram Sood. He announced that these three directors were re-elected to the Board. Ms. Dibden-Brown confirmed the results.

Mr. Terzi moved to confirm the election results. Chair Bartell seconded the motion. Yes 8, No 0, Abstain 0.

- 11) FY 2021 Election of Officers: Mr. Lambeth provided background on the elections process. He opened the floor for nominations.

Mr. Cowan moved to approve Chair Bartell for Chair. Mr. Herrmann seconded the motion. Chair Bartell moved to approve Mr. Brown for Vice Chair. Ms. Turowski seconded the motion. Ms. Shoemaker moved to approve Mr. Herrmann for Secretary. Mr. Brown seconded the motion. Ms. Turowski moved to approve Mr. Sood for Treasurer. Ms. Shoemaker seconded the motion.

Meeting was adjourned without objection at 10:55 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____