

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS SPECIAL BOARD MEETING  
Telephonic & Video Meeting  
Friday, June 11, 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, Ilsa Butler, Steve Cowan, Tim Herrmann, Summer Shoemaker, Joe Terzi, and Alyssa Turowski.

Board members absent: Vikram Sood.

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Grant 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:

Mr. Ken Loyst, Owner of the San Diego Food and Wine Festival, shared that the festival will be held in the Fall of 2021. He expressed gratitude to the TMD for previous support. He said their ROI has been quite high and that they plan on returning to the TMD for support.

ACTION ITEMS:

- 1) Approval of Minutes: The May 28, 2021 meeting minutes were reviewed, discussed, and considered for approval by the Board.

Mr. Terzi moved to approve the minutes. Ms. Bulter seconded the motion. Yes 8, No 0, Abstain 0.

- 2) FY 2022 Application Presentation: San Diego Bowl Game Association/Holiday Bowl: Mark Neville presented with Bob Bolinger (2021 President of Holiday Bowl) on behalf of the Holiday Bowl. Mr. Neville said on average, over the last ten years, the event has generated 23,000 room nights. In addition, there is significant television coverage, including this year on Fox Sports. Mr. Bolinger talked about promoting San Diego as a destination. Mr. Neville said that the event is held at a time when there are few visitors in San Diego. Mr. Bolinger thanked the TMD for previous support. Mr. Terzi asked about the 23,000-room night average. He also asked about TMD funds used for marketing. Mr. Herrmann asked how playoff changes affect the Holiday

Bowl. Chair Bartell asked about the Fox Sports agreement. He also asked about the room night average and asked about the size of the requested amount.

The requested amount is \$70,000 with a projected ROI of 9.4:1.

Ms. Batten indicated that item 8 can be removed from the agenda due to fluctuation in admin expenses. Chair Bartell removed item 8 from the agenda.

- 3) FY 2022 Supplemental Application Presentation: San Diego Crew Classic: Mark Rose and Bobbie Smith presented on behalf of the San Diego Crew Classic. Mr. Rose thanked the TMD for its previous support and said they lowered their request to be sensitive to COVID-19 impacts. Ms. Smith talked about the prior success of the event and how anxious the participants are to get back to the event. She talked about the amount requested and the ROI. Mr. Rose said they look forward to driving more room nights than in previous years. Ms. Butler asked about adding an additional day and driving additional room nights. Ms. Shoemaker asked about the high school juniors that will attend. Chair Bartell asked about the “Stay to Play” program.

The requested amount is \$116,500 with a projected ROI of 11.34:1.

- 4) FY 2022 Supplemental Application Presentation: Thunderboats Unlimited/San Diego Bayfair: Mr. Gregg Mansfield presented on the San Diego Bayfair, which has been held since 1964. Mr. Mansfield said that they will be incorporating a car show that will drive additional room nights. He said generally attendees are staying Thursday through Monday. Chair Bartell thanked Mr. Mansfield for not increasing the size of the request and for having such a strong ROI.

The requested amount is \$95,000 with a projected ROI of 34:1.

- 5) FY 2022 Funding Allocations: Chair Bartell reviewed the process. Mr. Terzi asked about available funds.

*Best Coast Beer Fest*: Mr. Terzi said he was concerned about the ROI projection. Chair Bartell said it will now run for 3 days. Chair Bartell moved to tentatively approve funding the amount as requested. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

*California Police Athletic Federation*: Mr. Terzi moved to tentatively approve funding the amount as requested. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

*California State Games – Summer*: Chair Bartell asked that any funding approved would be contingent upon California State Games providing locations and dates for the event to Ms. Anderson, and contingent upon Ms. Anderson approving those locations and dates. Mr. Brown moved to tentatively approve funding the amount as requested, contingent upon California State Games providing locations and dates for the event to Ms. Anderson, and contingent upon Ms. Anderson approving those locations and dates. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

*California State Games - Winter*: Ms. Turowski moved to tentatively approve funding the amount as requested. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0.

Ms. Shoemaker recused herself and was moved to the waiting room.

*La Jolla Historical Society:* Mr. Terzi said the presentation was impressive. Chair Bartell agreed and said it was good that SDTMD funds would be used for marketing. Mr. Terzi moved to tentatively approve funding the amount as requested. Ms. Butler seconded the motion. Yes 7, No 0, Abstain 0.

Ms. Shoemaker rejoined the meeting.

*ECNL Boys Playoffs:* Mr. Herrmann said that this is a great event. Mr. Terzi said it's a great event, but asked if the \$160,000 was needed. Mr. Herrmann expressed support for \$100,000 for this event. Chair Bartell said each of the three events bring significant ROI. Ms. Batten said she had concerns about the budget in the application. Mr. Kyle Jones, of SDTA, explained how Maverick Sports travel approaches the project. He explained that they are competing for new businesses and would like the funding to remain at the requested amount. He said they can provide a more detailed budget. Ms. Dibden-Brown expressed concerns about allocation of funds to event production. Ms. Butler asked about how the events compare with respect to funding and ROI. Mr. Jones said additional marketing would not help grow the event. Mr. Terzi asked about Surf Cup Sports and Maverick Sports. Mr. Brown talked about how competitive these events are. Chair Bartell talked about how important the team payouts are. Mr. Jones said they do not pay the teams but there are lots of other expenses that are required to stage the event. Mr. Terzi moved to tentatively approve funding the amount of \$160,000. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.

*ECNL Boys Fall Showcase:* Mr. Brown moved to tentatively approve funding the amount as requested. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

*ECNL Girls Spring Showcase:* Mr. Brown moved to tentatively approve funding the amount as requested. Ms. Turowski seconded the motion. Yes 8, No 0, Abstain 0.

*San Diego Bowl Game:* Ms. Turowski moved to tentatively approve funding the amount as requested. Mr. Cowan seconded the motion. Yes 8, No 0, Abstain 0.

*San Diego Crew Classic:* Mr. Brown moved to tentatively approve funding the amount as requested. Chair Bartell seconded the motion. Yes 8, No 0, Abstain 0.

*Thunderboats/San Diego Bayfair:* Ms. Butler moved to tentatively approve funding the amount as requested. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0.

Tentative FY 2022 funding approvals total \$1,298,000. Mr. Cowan moved to transfer \$298,000 from the Opportunity/Catastrophe fund. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

Mr. Terzi moved to make all tentative motions final for all items except La Jolla Historical Society. For La Jolla Historical Society, the vote was Yes 7, No 0, Abstain 1 (Shoemaker). Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 6) Sports Marketing Discussion: Chair Bartell reviewed discussions regarding the best method for organizing sports marketing. He said he would like the Board to create and appoint an Ad Hoc Committee with Mr. Terzi, Mr. Brown and Mr. Herrmann as members of the Committee.

Chair Bartell moved to create an Ad Hoc Sports Strategy Committee and appoint Joe Terzi, Terry Brown and Tim Herrmann to the Committee. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0.

- 7) Insurance: Ms. Anderson provided background on the item. She also reviewed the premiums and the coverage. Ms. Butler discussed her computer system. Mr. Lambeth suggested that additional research be done on cyber insurance.

Mr. Brown moved to approve all proposed insurance, except cyber insurance, and to conduct additional research on cyber insurance. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0.

Mr. Cowan recused himself and left the meeting.

INFORMATION ITEMS:

- 1) Wonderfront Update: Mr. Ernie Hahn and Mr. Paul Thorton presented on this item. Mr. Hahn talked about the success of the event in 2019 and how it showcased San Diego. Mr. Hahn said they looked at the timing of the event to stage it during a time when there were only a few visitors to San Diego. Mr. Thorton said often the first year of a festival is heavily local attendance and that out-of-town visitors pick up as a festival builds credibility. The event had 56,000 people in the first year, beating the first-year attendance of many festivals. Mr. Herrmann asked about dates (November 19-21). Chair Bartell asked about the performance in 2019. He also asked about how the event would be different without TMD funding. He expressed concern about the ROI. Mr. Terzi said his support for this event in the past was based on tremendous growth potential. Mr. Herrmann asked whether part of the issue for 2019 was the lineup. Wonderfront will present at the next TMD Board meeting on July 23, 2021.

Ms. Coker gave an update on the retirement of Margie Sitton and the creation of a new position, Chief Sales Officer. SDTA is conducting a national search with SearchWide.

Meeting was adjourned without objection at 11:14 a.m.

Approved \_\_\_\_\_  
Tim Herrmann, Secretary

Date \_\_\_\_\_