

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Hilton San Diego Airport/Harbor Island: Marina Ballroom
1960 Harbor Island Drive, San Diego, CA 92101
Friday, July 23, 2021
9:00 a.m.

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:05 a.m.

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

Board members absent: Steve Cowan.

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:

- 1) SDTA Marketing Update & Outlook: Ms. Kerri Kapich reported on SDTA's successes and how San Diego is outperforming other destinations. She talked about the upcoming advertising package kids-free October. She also discussed co-op advertising with Visit California. Mr. Herrmann congratulated Ms. Kapich on the great work and asked about safety and cleanliness efforts.
- 2) California State Games/Summer Update: Ms. Sandi Hill gave an update on the recent games. She discussed where athletes and their families came from. She talked about archery, wrestling, diving, track, basketball, BMX racing, softball, and other sports. She briefed the Board on the upcoming field hockey, surfing, pickleball, and badminton events. Mr. Terzi asked about room production. She said the events have gone very well. She thanked the TMD for the support.

ACTION ITEMS:

- 1) Approval of Minutes: The June 11, 2021 meeting minutes were reviewed, discussed, and considered for approval by the Board.

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

- 2) TMD Revenue Forecast: Ms. Jere Batten gave a report on the revenue forecast. Ms. Anderson reported on the increase in revenues in May. There was no new revenue forecast and the Board took no action.

- 3) USA Volleyball National Championships: Ms. Anderson provided background on this item. Mr. Kopp talked about the reason for the event cancellation.

Mr. Terzi moved to defund the event in the amount of \$113,040. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

- 4) California State Games/Summer: Ms. Anderson gave background on this item.

Ms. Butler moved to change the award amount to \$80,000. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

- 5) FY 2022 Application Presentation: San Diego Bay Food & Wine Festival: Ms. Michelle Metter, Event Producer for San Diego Bay Food & Wine Festival, presented on their FY22 application. She said this event is one of the largest annual wine events in the country. She talked about their tremendous success in 2020. The projected ROI was 7.87:1 and the actual was 18.5:1. She said USA Today ranked the event as the #1 Food Festival in the USA. Mr. Terzi talked about the growth of this event along with the TMD. He asked about room night projections. Mr. Herrmann asked about the ability to get great restaurants and wineries to participate. Chair Bartell congratulated Ms. Metter for such a great event.

The requested amount is \$74,500 with a projected ROI of 10:1.

Mr. Brown moved to approve the requested amount of \$74,500. Ms. Turowski seconded the motion. Yes 8, No 0, Abstain 0.

- 6) FY 2022 Application Presentation: Jacobs Cushman Food Bank: Mr. Chris Carter from the Jacobs Cushman gave background on the San Diego Blues Festival. He said there are about 5,000 attendees to the event. He talked about the digital marketing efforts to attract visitors from other cities. Elisa Villarreal, Grants Manager with the Food Bank, talked about the demographics of the attendees. She said they will use TMD funds to target out-of-town customers. Ms. Anderson asked about funding for marketing. Mr. Carter suggested \$25,000 for digital marketing. Mr. Terzi expressed concern about the ability to attract out-of-town visitors to a one-day event. Mr. Carter said they have a VIP reception on Friday night and that they feel confident they could get additional overnight guests. Ms. Butler asked whether the event would continue without TMD funding. Ms. Shoemaker asked about room night projections. Chair Bartell asked about the spend on marketing.

The requested amount is \$34,000 with a projected ROI of 4.6:1.

There was no motion to approve the funding. Ms. Shoemaker, Ms. Herrmann, and Ms. Turowski asked for follow-up information on room nights and for the group to consider converting to a multi-day event.

- 7) FY 2022 Application Presentation: Wonderfront: Mr. Paul Thorton from Wonderfront provided information about the event. He said the response from the first year was tremendous. He said that the festival's first year results outperformed the first-year results of Austin City Limits and Coachella. He said that after a successful first year, that many festivals have significant increases in their second year. He discussed a range of opportunities for expansion in year two. Mr. Herrmann asked about the need for TMD funding. Mr. Terzi expressed support for funding the event for year two, but said he would likely not support year three, unless the results get much better. Chair Bartell thanked the supporters for lowering the request. Mr. Testa said that if they could get their out-of-town visitors to 50%, then all the numbers work. Chair Bartell said he supports the event.

The requested amount is \$250,000 with a projected ROI of 8.9:1.

Mr. Terzi moved to approve the requested amount of \$250,000. Mr. Herrmann seconded the motion. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 10:54 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____