

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, January 7, 2022
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, Ilsa Butler, Alyssa Turowski, Summer Shoemaker, Steve Cowan, and Vikram Sood.

Board members absent: Tim Herrmann and Joe Terzi.

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) FY 2022 TMD Collections Update: Ms. Jere Batten presented on collections through October. SDTMD is approximately \$960,000 over the original projections for the month of October. She discussed the other months of 20221 and the rollover. Ms. Julie Coker talked about San Diego performance compared to other destinations. She discussed partnering with Visit CA and their additional expenditures. She also discussed group business in San Diego and leisure visitation activity. Mr. Bartell asked about adjustments to promotional activities. Ms. Kerri Kapich talked about preparation of the new campaign.

ACTION ITEMS:

1) Approval of Minutes: The November 19, 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 7, No 0, Abstain 0.

2) Board Findings Regarding AB 361: Mr. John Lambeth gave background on AB 361 and its requirements. Ms. Bartell moved that the Board 1) reconsidered the circumstances of the state of emergency and 2) found that state or local official continue to impose or recommend measures to promote social distancing. Mr. Cowan second. Yes 7, No 0, Abstain 0.

3) FY 2022 SDTMD Audit: Ms. Colleen Anderson clarified that the audit is for FY 21. Mr. Jared Herron from Redwitz, Inc. gave the report on the audit. He stated that it is a clean unmodified audit. Ms. Jere Batten said the audit went very well and that there were no adjustments. Ms. Anderson said that Batten Accountancy, Inc. deserves credit for their accounting work and the clean audit. Ms. Butler moved to approve FY 2021 Audit. Ms. Turowski second. Yes 7, No 0, Abstain 0.

4) Officer Appointment: Mr. Bartell stated that Mr. Tim Herrmann announced his retirement and resignation from the TMD Board. Mr. Herrmann was Secretary of the Corporation. Mr. Bartell moved that Ms. Ilsa Butler be appointed as Secretary of the corporation. Mr. Brown seconded. Yes 7, No 0, Abstain 0.

5) FY 2023 Annual Application Presentation: California Police Athletic Federation: Mr. Bartell provided background on the applications and the competitive nature of the process. Ms. Anderson also discussed the process.

Mr. Ben Orgovan-Lee and Nicole Mathews with the CA Police Athletic Federation presented on this item. Mr. Orgovan-Lee discussed the ROI in 2018 (10:1) and 2019 (30:1). He discussed their strategy to obtain an extra 1,000 room nights. Mr. Orgovan-Lee explained how they are recruiting additional participation. Mr. Testa said the projections are realistic and lower than 2016. Ms. Butler asked about how this funding request compares to other years.

Request is for \$ 70,000 with a projected ROI of 3.4:1.

6) FY 2023 Annual Application Presentation: California State Games (Summer and Winter Events): Ms. Sandi Hill thanked the TMD for all of its support. She reviewed the results from 2021. The Winter Games will be in February & March 2023. There will be 78 teams for Ice Hockey. The Summer games will be in July 2022. There are 18 sports confirmed and may include a total of 22 sports. She said the requested funding is primarily for marketing and promotions.

Request for Summer is for \$100,000 with a projected ROI of 19.69:1. Mr. Testa talked about the history and steady increase of historic room nights.

Ms. Hill presented additional details about the Winter Games. She said the Funds would be used for marketing and promotions. Mr. Testa said they have consistently under promised and over delivered.

Winter Request is for \$60,000 and with a projected ROI is 6.95:1.

7) FY 2023 Annual Applications Presentation: Ecotrek Zero Emission Summit: Mr. Tom Holm presented on this item. He discussed the approval of the federal infrastructure bill. He talked about vehicles, vessels, and aircraft and enroute charging systems. He discussed the organizations that would be involved and the possible speakers. Mr. Bartell asked why this kind of event would need TMD support. Mr. Cowan asked about the marketing plan to reach attendees. Mr. Bartell asked about attendee and exhibitor projections and how many would be local. Mr. Holm said that this is his first time putting on an event like this, but that he estimates 10% will be local. Mr. Bartell asked about the room night projections. Mr. Testa said this was the most difficult application to analyze because of lack of data. He said that the projections seem to be optimistic if the attendee count is accurate. Mr. Kevin Schieterdecker from SDTA said that this is new (an incubator event) and there is risk. He also said it could become a great annual event for San Diego. Request is for \$216,500 with a projected ROI of 8.55:1.

8) FY 2023 Annual Application Presentation: ECNL Girls Playoffs 2023: Mr. Kyle Jones gave background on the ECNL and the three events in agenda items 8, 9, and 10. He discussed the success of the event in previous years. The ROI in 2014 was 24:1 and the benefits were spread throughout the city. The combined ROI for the three proposed events is 13.07:1. Mr. Bartell asked about the projections. Mr. Jones discussed their strategies for growth. Mr. Testa said the growth has not been quite as strong as the projections. Mr. Jones provided additional information on the projections. Mr. Testa said that there is a pattern of all events underperforming compared to projections, perhaps due to COVID. Request is for \$180,000 with a projected ROI of 13.68:1.

9) FY 2023 Annual Application Presentation: ECNL Girls Fall Showcase: Request is for \$80,000 with a projected ROI of 13.5:1.

10) FY 2023 Annual Application Presentation: ECNL Girls Boys Spring Showcase: Request is for \$80,000 with a projected ROI of 12.03:1.

11) FY 2023 Annual Application Presentation: Surf Cup Challenge 2023: Mr. Kyle Jones gave background on both Surf Cup events. He discussed the successful history of the events. Mr. Bartell said that the TMD has a long history of data for soccer events. Mr. Testa said the estimates assure growth. Request is for \$55,000 with a projected ROI of 7.3:1.

12) FY 2023 Annual Application Presentation: 2022 Surf Cup Challenge: Request is for \$55,000 with a projected ROI of 7.5:1.

13) FY 2023 Annual Application Presentation: San Diego Diplomacy Council: Ms. Heidi Knuff (Executive Director) and Mr. Jim Davis (Operations Director) with the San Diego Diplomacy Council presented on this item. Ms. Knuff gave background on the Diplomacy Council programs. Mr. Davis presented on the request and the ROI. Ms. Butler asked about timing of programs. Ms. Shoemaker asked about how San Diego programs compare to programs in other cities. Mr. Bartell asked about number of attendees. He also asked about working directly with the hotels instead of the TMD. Request is for \$45,000 with a projected ROI of 12:1.

Next board meeting is scheduled for January 21, 2022. Meeting was adjourned without objection at 11:14 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____