

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, October 22, 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, Tim Herrmann, Summer Shoemaker, Vikram Sood, and Joe Terzi.

Board members absent: Steve Cowan, Alyssa Turowski

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; Meredith Dibden-Brown, Business Development Manager of San Diego, 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.

Ms. Coker introduced Kavin Schieferdecker as the new Director of Sales for SDTA. Chair Bartell welcomed Mr. Kavin Schieferdecker to San Diego.

PUBLIC COMMENT ON ALL ITEMS:

None.

INFORMATION ITEMS:

- 1) FY 2022 Cash Flow Update: Ms. Anderson gave background on this item. Ms. Batten reported that the TMD is above projections by \$3,115,000. Mr. Terzi asked about the forecast for the remainder of the year. Ms. Kapich said that San Diego had a strong summer and that meetings are accelerating. Business travel is still a significant unknown.
- 2) City Council Briefing: Ms. Anderson reported on the meetings the team has had with members of City Council.
- 3) AB361 Findings: Mr. Lambeth provided a summary of AB361 and informed the Board of the required findings at the next meeting.

ACTION ITEMS:

- 1) Approval of Minutes: The September 24, 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 7, No 0, Abstain 0.
- 2) San Diego Bayfair/Thunderboats: Ms. Anderson discussed this item. Ms. Batten discussed the status of the audit. Mr. Joe Terzi moved to approve submission of the December 31, 2021 tax returns in lieu of the 2019 audit and then submit an audited Financial for 2021. Mr. Sood seconded. Yes, 7, No 0, Abstain 0.
- 3) SDTA FY 2022 Budget Revision: Chair Bartell gave the background that this would move \$150,000 from SDTA to San Diego Sports. Mr. Sood moved to approve. Mr. Brown seconded. Yes 7, No 0, Abstain 0.
- 4) FY 2022/23 Application Presentation: Sports San Diego: Mr. Neville and Mr. Kopp presented on this item. Mr. Kopp said that the proposal is to move the sports commission from SDTA and to transition it to become its own entity. He reviewed the prorated budget (Nov.1st – June 30th) and ROI. He also reviewed the FY23 budget and ROI. Mr. Terzi asked about funds in the SDTA budget. Ms. Butler asked about the staffing and the cost. Mr. Brown moved to approve the FY22 proposed budget. Ms. Butler seconded. Yes, 7. No, 0. Abstain, 0.
Mr. Terzi moved to approve \$400,000 of funding for FY23 subject to City Council approval. Ms. Shoemaker seconded. Yes 7, No 0, Abstain 0.
- 5) SDTA FY 2022 Budget Revisions: Ms. Kapich explained that there are potential EDA grants for tourism planning efforts. She said SDTA would like to update the Tourism Master Plan. She detailed all of the research that is needed and how a revised Master Plan would help San Diego respond to the pandemic and create resiliency for San Diego. She also explained how these efforts would help underserved communities in San Diego. Mr. Lambeth stated that Ms. Kapich has done a great job of developing the programs for the application. Mr. Terzi asked about efforts and whether they are more aspirational or more tactical. Ms. Kapich said that there would be a mid-term planning document. Chair Bartell asked about the timing of the study. Ms. Meredith Dibden-Brown suggested that the application come before the CEDS (Comprehensive Economic Development Strategy) Committee to ensure that the program furthers the objectives of the CEDS. Chair Bartell moved to approve \$100,000 to be used as matching funds for the SDTA's EDA Application. Mr. Sood seconded. Yes, 7. No, 0. Abstain, 0.
- 6) SDTA FY 2022 Budget Request: Ms. Kapich talked about how the brand is viewed across the country. Mr. David Mering talked about the vision for new campaigns. Ms. Kapich stated the request is for \$500,000 for FY22 for additional filming. Mr. Terzi talked about the renewal and congratulated SDTA and Mr. Mering on the terrific work on developing the campaigns. Mr. Terzi asked about the total costs. Ms. Butler said that the team has done a great job and is supportive. Ms. Shoemaker complimented the team and said their work is inspiring. Mr. Terzi moved to approve \$500,000 for FY 2022. Mr. Herrmann seconded. Yes 7, No 0, Abstain 0.
Ms. Batten suggested there be a consolidated revised budget for SDTA. Mr. Meza said he is supportive of that approach. Chair Bartell said the proposal and timing is excellent. Mr. Terzi asked about the status of the citywide events.

Mr. Herrmann asked about status of the Convention Center. Mr. Lambeth said a brief update is acceptable, but if the Board wants more information or to discuss the issue, we could agendaize it for a future meeting. Ms. Coker gave a brief update on the Convention Center and City-wide events.

Meeting was adjourned without objection at 10:39 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____