

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, November 19, 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, Alyssa Turowski, Summer Shoemaker, Vikram Sood, and Joe Terzi.

Board members absent: Steve Cowan, Tim Herrmann.

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) Tourism Economics Quarterly Update: Ms. Julie Coker introduced Mr. Nate Kelley as the new SDTA Director of Research. Ms. Coker provided background on this item and introduced the Tourism Economics team. Mr. Adam Sacks talked about encouraging signs in the tourism economy. He discussed traveler sentiment, air travel and San Diego room demand. He briefed the board on jobs and consumer spending as well as presenting his forecast for San Diego. Chair Bartell asked about the forecast and asked about the shortage of labor. Mr. Terzi asked about the specific forecast for San Diego.
- 2) FY 22 TMD Forecast Update: Ms. Jere Batten said that revenue from September was higher than the forecast. Mr. Bartell said it was great to see such great performance. Ms. Anderson talked about Comicon as well as some of SDTA's strategies to increase overnight visitors in the city of San Diego.

ACTION ITEMS:

- 1) Approval of Minutes: The November 19, 2021 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Vikram Sood moved to approve the minutes. Ms. Ilsa Butler 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. He informed the Board of the need to make findings and the requirement that there be an active declaration of an emergency by the Governor. Mr. Brown motioned to find that state of local officials are actively imposing or recommending social distancing measures. Summer Shoemaker second. Yes 7, No 0, Abstain 0.
- 3) SDTMD Contractor Manual: Ms. Colleen Anderson noted that a new manual has been created. Ms. Dibden-Brown described the purpose of the manual. Ms. Jere Batten said she is supportive of the manual and the proposed changes. Mr. Terzi moved to approve the manual with the recommended changes. Mr. Sood seconded. Yes 7, No 0, Abstain 0.
- 4) FY23 Application Review Committee: Mr Bartell gave background on this item. Ms. Anderson noted that today is the deadline for applications and that she expects there will be approximately 15 applications.
Mr. Bartell moved to create the Ad Hoc FY23 Application Review Committee and appoint Mr. Bartell, Ms. Shoemaker, Mr. Cowan and Mr. Terzi to the committee. Ms. Ilsa Butler seconded. Yes 7, No 0, Abstain 0.

Informational Items: Mr. Lambeth gave an update on the San Diego CEDS committee approval of the SDTA EDA grant application. He said that the process for approval of EDA will be very competitive but that Jen Davies and SDTA are making the right moves to be competitive.

Meeting was adjourned without objection at 9:46 a.m.

Approved _____
Tim Herrmann, Secretary

Date _____