

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, January 21, 2022
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, Steve Cowan, Vikram Sood, and Joe Terzi

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

Ms. Julie Coker talked about the expiration of the contract between SDTA and the convention center. The proposed new 5 (five) year contract will go to the convention center board and the city council soon.

INFORMATION ITEMS:

Ms. Anderson gave a brief update on collections.

ACTION ITEMS:

1) Approval of Minutes: The January 7, 2022 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Sood moved to approve the minutes. Ms. Shoemaker seconded the motion. Yes 8, No 0, Abstain 0.

2) Board Findings Regarding AB 361: Mr. Lambeth gave background on AB 361 and its requirements. Ms. Bartell moved that the Board finds: 1) The Board continues to monitor and evaluate the issues associated with meeting in person, 2) There is still a Gubernatorial emergency in place; and 3) State or local officials are actively imposing or recommending social distancing measures. Ms. Turowski second. Yes 8, No 0, Abstain 0.

3) FY 2021 Tax Return: Ms. Batten provided information on the tax return. Mr. Brown moved to approve FY 2021 Tax Return. Ms. Butler second. Yes 8, No 0, Abstain 0.

4) FY 2021 SDTMD Annual Report: Mr. Bartell said the annual report is terrific. Mr. Terzi agreed. They both congratulated Wright On Communications and Ms. Anderson on a job well done. Ms. Anderson recognized Meredith Dibden-Brown and Jere Batten for their work reviewing the report. Mr. Terzi moved to approve the FY 2021 SDTMD Annual Report. Mr. Cowan seconded. Yes 8, No 0, Abstain 0.

5) FY 2023 Annual Application Presentation: All American Showcase and Championship: Request is for \$74,500 and a total budget of \$100,000 with an incremental ROI of 8.4:1. Mr. Bartell said we have a record number of applications and a record amount requested. Mr. Rob Diebold, from Legit Rare, presented on the All American Showcase and Championship. He said that Legit Rare is an athlete exposure service that helps kids from all over the country move from high school to college sports. He described the Player Showcase and the All American Championship Game. Expecting 500 players, 2000 family members, sponsors, and recruiters to attend. Mr. Terzi asked about other All American Games. He also asked about other athletes paying for exposure services. He asked about players staying for all seven days and asked about donation rounds. Ms. Turowski asked about lodging choices for attendees and room blocks. Mr. Sood asked about what is included in the 2000 results. Mr. Bartell asked what would happen to the event if TMD did not fund the request.

6) FY 2023 Annual Application Presentation: Donate Life Transplant Games of America: Request is for \$100,000 with an incremental ROI of 16.72:1. Mr. Mark Neville, President and CEO of San Diego Bowl Game Association, presented on this item. He talked about the Transplant Games. Mr. Bill Ryan, President and CEO of the Transplant Life Foundation, talked about the organization and the games. He talked about the 32-year history and the growth of the games. Mr. Nathan Kopp, Director of San Diego Sports, talked about the location of the events and where attendees will stay throughout the city. He also talked about the projected 8,000 room nights. Mr. Carl Winston said it is a solid application and the event looks great. It is being held during a busy time of the year. Mr. Terzi asked about the choice of stays. Ms. Butler asked about flexibility in dates.

7) FY 2023 Annual Applications Presentation: Gator By the Bay Festival: Request is for \$70,000 with an incremental ROI of 4.7:1. Ms. Catherine Miller presented on the Gator by the Bay Festival, which she described as Mardi Gras in May. She talked about the music, dancing, and the 10,000 lbs of crawfish brought in from Louisiana. Mr. Cowan asked about how the requested funds would be used. Mr. Terzi asked about the capacity for growth. Mr. Bartell asked Mr. Winston about the analysis. Mr. Winston said that this event looks solid and is likely to grow.

8) FY 2023 Annual Application Presentation: Holiday Bowl: Request amount \$435,000 with an incremental ROI of 10:1. Mr. Mark Neville and Mr. Bob Bolinger, 2021 President of San Diego Bowl Game Association, presented on this item. Mr. Bolinger said Petco Park is an incredible facility and that the event takes place during one of the slowest times of the year. He said that there has been an average of 23,000 room nights per year for the last ten years. He also talked about National Television coverage. Mr. Neville discussed the complete bowl experience associated with San Diego's largest holiday party. Mr. Terzi congratulated Mr. Neville and the team for all their work in the past. He asked about seating capacity at Petco Park and about room night projections. Mr. Carl Winston said in 2018 there were nearly 23,000 room nights. Mr. Cowan asked

about the length of stay. Mr. Cowan congratulated Mr. Neville on all of his work. Ms. Shoemaker asked about the timing of the team announcement.

9) FY 2023 Annual Application Presentation: Old Town Lucha Libre Festival:

Request amount \$25,710 with an incremental ROI of 11.55:1.

Ms. Sunny Lee, Executive Director for the Old Town Chamber of Commerce, discussed the Lucha Libre event. She talked about the music, art, and wrestling for the one day event. Mr. Winston talked about the history with the event. Mr. Terzi asked about room nights for a one day event and about marketing outside of San Diego. Mr. Sood talked about Old Town and asked about outreach. Mr. Bartell asked about lodging facilities.

10) FY 2023 Annual Application Presentation: San Diego Bayfair:

Request amount \$120,000 with an incremental ROI of 31:1.

Mr. Gregg Mansfield talked about the history of Bayfair. He said that 2021 Bayfair was the first major event in San Diego after the pandemic. In 2021, he said there was \$2.3 million in room night revenue. He talked about all of the events associated with 2022 Bayfair, including the BBQ and airstream event. Mr. Carl Winston said that historically the event has been a solid producer of room nights but has been down in recent years. Mr. Terzi asked about prior year performance numbers. Ms. Butler asked about room night projections. Mr. Bartell said that Bayfair has been a great performer.

11) FY 2023 Annual Application Presentation: San Diego Bay Food & Wine Festival:

Request amount \$74,500 with an incremental ROI of 11.8:1.

Ms. Michelle Metter discussed the November 9-15 2022 San Diego Bay Wine and Food Festival. They are entering their 18th year. She talked about the success of the 2021 event. She said that SommCon would return for 2022. Last year's event had an incremental ROI of 15.7:1 and the year before had an incremental ROI of 18.5:1. Mr. Terzi said that the Food and Wine Festival has been a terrific event and deserved support. Mr. Winston said the event has been solid and has a successful history. Mr. Bartell congratulated Ms. Metter on her work and said the new endeavors are promising.

12) FY 2023 Annual Application Presentation: 50th San Diego Crew Classic:

Request amount \$125,500 with an incremental ROI of 11.3:1.

Ms. Bobbie Smith and Mr. Mark Rose presented on the San Diego Crew Classic. Mr. Rose said 2023 will be the 50th year of the event. Ms. Smith said that 95% of the attendees are from out of town. It includes two full days of racing and will include a third day of racing in 2023. She described the additional races and the marketing and advertising they are doing for the event. She also discussed growing the relationship with vendors and growing the event. Mr. Terzi asked about the ranking of the event and asked about funding the teams.

13) FY 2023 Annual Application Presentation: Winter Gold Squash Academy:

Request amount \$30,000 with an incremental ROI of 5:1.

Mr. Renato Paiva, Executive Director of the Access Youth Academy, provided background on the 2022 International Squash Tournament. He talked about the kids and family that are projected to attend the event. Mr. Winston said there was very little data on the event and that projections are difficult. Mr. Bartell asked about attendance and bookings.

14) FY 2023 Annual Application Presentation: Wonderfront Festival:

Request amount \$250,000 with an incremental ROI of 9:1.

Mr. Paul Thorton, from the Wonderfront Festival, talked about the 2019 success, including an attendance of 57,000 people, larger than first year attendance at Coachella and Austin City Limits. He discussed projected growth in 2022, for the event to be held November 18-20. He said their lineup is terrific. He said their projected growth is a very modest projection at 10%. Mr. Carl Winston said the projections are reasonable and that there is ample data. Mr. Terzi said he appreciated the reduced request. Mr. Sood asked about other competing events.

15) FY 2023 Annual Application Presentation: World Lacrosse Championship:

Request amount \$130,000 with an incremental ROI of 12.9:1.

Ms. Lianna Hachborn, Executive Director of the 2023 World Lacrosse Organizing Committee, said this event started in 1967. She said the top 20 teams per age group representing 30 countries will be competing at this event in San Diego in 2023. The event was last in the USA in Denver in 2014. Mr. Bartell asked how San Diego was selected. Mr. Carl Winston said that there is ample data to support their projections.

Additional Notes: Next board meeting will be February 18, 2022.

Meeting was adjourned without objection at 11:59 a.m.

Approved _____

Date _____