

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Telephonic Meeting
Friday, February 18, 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, Steve Cowan, Scott Hermes, Summer Shoemaker, Vikram Sood, and Joe Terzi, Alyssa Turowski.

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:

None.

INFORMATION ITEMS:

None.

ACTION ITEMS:

1) Approval of Minutes: The January 21, 2022 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Terzi 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. Mr. Brown 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. Mr. Sood second. Yes 8, No 0, Abstain 0.

3) Board Appointment: Mr. Bartell gave background on the open board seat. He recommended that Scott Hermes be appointed to fill the vacant seat. He discussed Mr. Hermes' background. Mr. Bartell moved

to appoint Mr. Scoot Hermes to the vacant seat on the board. Ms. Butler seconded. Yes 8, No 0, Abstain 0. Mr. Hermes joined the Board.

4) FY 2022 Year End Forecast Update: Ms. Anderson talked about the performance of the destination in December 2021. Mr. Terzi asked about the likelihood of finishing the fiscal year with a surplus. Ms. Batten discussed the timing of budgeting for the upcoming fiscal years. Mr. Bartell talked about the funds available for the next round of funding. Ms. Butler asked about citywides. Ms. Butler talked about the likely year end projections. No motion on this item.

5) FY 2023 Annual Application Presentation: San Diego Tourism Authority:

Request is for \$34.5 million with an incremental ROI of 24:1.

Ms. Kapich gave general background on this item. Mr. Nate Kelley discussed the San Diego lodging forecast update. Mr. Bartell asked about FY23 compared to FY 22. Ms. Coker briefed the board on general conditions in the hospitality industry. Ms. Kapich reviewed the executive summary of the program and the increase in visitor volume. She talked about visitor perceptions and attitudes. Ms. Coker talked about FY 23 strategic imperatives. She also reviewed the FY 23 strategic investments. Mr. Meza reviewed revenue assumptions and expense assumptions. He also reviewed the overall FY 23 proposed budget. Mr. Kavin Schieferdecker from SDTA discussed meeting planner and attendee sentiment and attitudes. He also talked about meeting and convention trends and provided a group sales update. Ms. Kapich talked about FY 23 promotions and production schedule. She also talked about international promotion, breakdown by country, and air service routes. Ms. Coker concluded with notes about brand promise and collaboration. She briefed the board on the team at SDTA and their commitment to San Diego. Mr. Terzi asked about the total SDTA budget. Mr. Cowan asked about citywides. Mr. Bartell asked about the EDA grant and outside contractors. Ms. Butler asked about leads.

Meeting was adjourned without objection at 10:59 a.m.

Approved _____

Date _____