

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING

The Dana on Mission Bay
1710 W. Mission Bay Dr, San Diego
Friday, March 4, 2022
9:00 a.m. PST

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:02 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:

Mr. Ton Holm provided information on the Zero Emissions Summit. He said they added an additional day and doubled their marketing budget. He discussed the support for the event.

INFORMATION ITEMS:

Mr. Bartell recognized Meredith Dibden-Brown and her outstanding work for the City. He mentioned that her efforts were important to the success of the TMD. The Board wished her well in her retirement.

ACTION ITEMS:

- 1) Approval of Minutes: The February 18, 2022 meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Brown moved to approve the minutes. Ms. Turowski seconded the motion. Yes 9, No 0, Abstain 0.
- 2) Director Limits on Terms and Term Limits: Mr. Bartell moved to allow an extension of the term of Mr. Brown by one additional three-year term. Mr. Terzi seconded. Yes 9, No 0, Abstain 0.
- 3) Initiate the FY 2023 Board Election Process: Ms. Colleen Anderson provided background on the election process. She noted that the board needed to (1) review and approve the election criteria and

procedures; (2) approve the call for self-nominations and identify designated seats; and (3) create an Ad Hoc nominating committee and appoint its members. Ms. Butler moved to approve the election criteria and procedures. Mr. Brown seconded. Yes 9, No 0, Abstain 0.

Mr. Terzi moved to approve the call for self-nominations and identify the seats as those of Mr. Brown, Mr. Cowan, and Mr. Hermes. Ms. Turowski seconded. Yes 9, No 0, Abstain 0.

Mr. Brown moved to create the Ad Hoc nominating committee and appoint Ms. Turowski, Mr. Sood and Mr. Terzi as members of the committee. Mr. Hermes seconded. Yes 9, No 0, Abstain 0.

4) TMD Revenue Forecast: Ms. Jere Batten provided information regarding collection and the FY22 forecast. Mr. Terzi asked about current collections and projections. Mr. Terzi moved to approve the FY22 forecast. Ms. Butler seconded. Yes 9, No 0, Abstain 0.

Ms. Batten discussed the projections for FY23. Mr. Terzi asked about projected occupancy and rate. Mr. Sood moved to approve the FY23 forecast of \$39,504,022.96, which is equal to 2019. Mr. Hermes seconded. Yes 9, No 0, Abstain 0.

5) Opportunity/Catastrophe (O/C) & Administration Allocations: Ms. Batten presented the Opportunity/Catastrophe and Administration allocations. Mr. Terzi and Mr. Bartell discussed the funds that are in the Opportunity/Catastrophe account. Mr. Brown moved to allocate 3% to Administration and 7% to Opportunity/Catastrophe. Mr. Bartell seconded. Yes 9, No 0, Abstain 0.

6) FY 2023 Funding Allocations: Mr. Bartell gave background on the TMD allocation process. Mr. Hermes recused himself from voting since he was not present for the presentation by the applicants.

- 1) Ms. Butler moved to tentatively approve SDTA allocation of \$34,968,499. Mr. Terzi seconded. Yes 8, No 0, Abstain 1.
- 2) Mr. Cowan moved to tentatively approve Thunderboats Unlimited – San Diego Bayfair’s request for \$120,000. Ms. Shoemaker seconded. Yes 8, No 0, Abstain 1.
- 3) Mr. Sood moved to tentatively approve California Police Athletic Foundation’s request for \$70,000. Mr. Terzi seconded. Yes 8, No 0, Abstain 1.
- 4) Mr. Brown moved to tentatively approve California State Games – 2022 Summer Games’ request for \$100,000. Mr. Sood seconded. Yes 8, No 0, Abstain 1.
- 5) Ms. Turowski moved to tentatively approve World Lacrosse Championship’s request for \$130,000. Mr. Bartell said this event has tremendous potential. Ms. Shoemaker seconded. Yes 8, No 0, Abstain 1.
- 6) Mr. Terzi moved to tentatively approve Fast Forward Futures / San Diego Bay Wine & Food Festival’s request for \$74,500. Ms. Butler seconded. Yes 8, No 0, Abstain 1.
- 7) Mr. Sood moved to tentatively approve ECNL Girl’s Playoffs – Maverick Sports Travel’s request for \$180,000. Mr. Brown seconded. Yes 8, No 0, Abstain 1.
- 8) Mr. Terzi moved to tentatively approve Transplant Life Foundation’s request for \$100,000. Ms. Turowski seconded. Yes 8, No 0, Abstain 1.
- 9) Mr. Brown moved to tentatively approve San Diego Bowl Game Association – Holiday Bowl’s request for \$435,000. Ms. Butler seconded. Yes 8, No 0, Abstain 1.
- 10) Mr. Sood moved to tentatively approve ECNL Girl’s Showcase Fall 2022 – Maverick Sports Travel’s request for \$80,000. Ms. Shoemaker seconded. Yes 8, No 0, Abstain 1.

- 11) Mr. Sood moved to tentatively approve ECNL Boy's Spring Showcase 2023 – Maverick Travel's request for \$80,000. Ms. Shoemaker seconded. Yes 8, No 0, Abstain 1.
- 12) Ms. Butler moved to tentatively approve San Diego Crew Classic's request for \$125,500. Mr. Bartell seconded. Yes 8, No 0, Abstain 1.
- 13) Mr. Terzi moved to tentatively approve Wonderlust Events LLC's request for \$250,000. Ms. Turowski seconded. Yes 8, No 0, Abstain 1.
- 14) Mr. Brown moved to tentatively approve Old Town Chamber of Commerce's request for \$25,710. Ms. Shoemaker seconded. Yes 8, No 0, Abstain 1.
- 15) Mr. Terzi moved to tentatively approve California State Games – 2023 Winter Games' request for \$60,000. Mr. Brown seconded. Yes 8, No 0, Abstain 1.
- 16) Mr. Brown moved to tentatively approve Maverick Sports – Surf College Cup (December)'s request for \$55,000. Mr. Cowan seconded. Yes 8, No 0, Abstain 1.
- 17) Mr. Brown moved to tentatively approve San Diego Diplomacy Council's request for \$45,000. Mr. Bartell talked about the distribution of benefit. Mr. Terzi also discussed the proposal. The motion died for lack of a second.
- 18) Mr. Bartell discussed Ecotrek's request for \$171,875 and the merits of the application. Mr. Terzi expressed his support for the event. Mr. Brown asked about future years. Mr. Bartell moved to tentatively approve the request. Mr. Terzi seconded. Yes 8, No 0, Abstain 1.
- 19) Ms. Turowski moved to tentatively approve Maverick Sports – Surf Cup Challenge (MLK)'s request for \$55,000. Mr. Brown seconded. Yes 8, No 0, Abstain 1.
- 20) Mr. Terzi discussed Legit Rare Football/All-American Championship's request for \$74,500 and asked about 'Stay to Play.' Mr. Terzi moved to tentatively approve the request. Ms. Butler seconded. Yes 8, No 0, Abstain 1.
- 21) Mr. Terzi discussed Gator by the Bay's request for \$75,000 and said he didn't think many room night stays would be generated from the investment. The item failed for lack of a motion.
- 22) Mr. Bartell discussed Access Youth Academy's request for \$30,000 and said the location of this event would serve an underserved area of the city. Mr. Bartell moved to tentatively approve the request. Ms. Butler seconded. Yes 8, No 0, Abstain 1.

Mr. Terzi expressed support for moving \$2,146,963 from the Opportunity/Catastrophe fund in order to fund the tentative decisions. Mr. Bartell agreed. Ms. Anderson asked Meredith Dibden-Brown about funding from the City for Diplomacy Council. Ms. Dibden-Brown said the City stopped funding Diplomacy Council when TOT declined. Mr. Terzi moved that \$2,031,963 be moved from the Opportunity/Catastrophe fund of the 2nd District to fund SDTA. Mr. Brown seconded. Yes 8, No 0, Abstain 1.

Mr. Bartell moved that the breakdown between District Fund A and District Fund B shall be as follows: \$1,612,182 from 2nd district fund A, and \$419,781 from 2nd district fund B. Mr. Brown seconded. Yes 8, No 0, Abstain 1.

Ms. Butler moved to make the tentative decisions final. Mr. Cowan seconded. Yes 8, No 0, Abstain 1.

Mr. Terzi moved to not fund Gator by the Bay and Diplomacy Council. Mr. Bartell said that Ms. Anderson would follow up with both applicants. Mr. Cowan seconded. Yes 8, No 0, Abstain 1.

- 7) FY 2023 SDTMD Admin Detail & Consolidated Budget: Ms. Batten reviewed the admin budget and the total consolidated budget. Ms. Butler moved to approve the admin detail budget. Mr. Cowan seconded. Yes 9, No 0, Abstain 0.

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Mr. Terzi thanked the team who put together the budget, including Colleen, Jere, Zoraida, and the applicants for their work. Mr. Terzi moved to approve the consolidated budget. Ms. Butler seconded. Yes 9, No 0, Abstain 0.

Meeting was adjourned without objection at 10:21 a.m.

Approved _____

Date _____