

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS BOARD MEETING  
Hilton Harbor Island  
1970 Harbor Island Drive, San Diego  
Friday, February 17, 2023  
9:00 a.m. PST

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:00 a.m.

Board members present: Richard Bartell, Terry Brown, Vikram Stood, Steve Cowan, Ilsa Butler, Scott Hermes, Summer Shoemaker, and Elvin Lai.

Board members absent: 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:

None

INFORMATION ITEMS:

- 1) Update on Current Legislation: This item was removed from the agenda.
- 2) Update from Event Committee: Mr. Hermes reported on the activities of the committee. He talked about the kind of events the committee is researching.
- 3) Update on FY 23 TMD Assessments: Ms. Jere Batten reported on the status of assessments through November.

ACTION ITEMS:

- 1) Approval of Minutes: Mr. Brown moved to approve the minutes. Mr. Lai seconded the motion. Yes 8, No 0, Abstain 0.

2) Post Covid Procedures: Ms. Anderson explained the proposed actions. Ms. Butler moved to approve actions. Ms. Shoemaker moved seconded. Yes 8, No 0, Abstain 0.

3) FY23 Tax Returns: Ms. Jere Batten reported on the tax returns. Mr. Cowan moved to approve the tax returns. Mr. Brown seconded. Yes 8, No 0, Abstain 0.

4) Initiate the FY 2024 SDTMD Board Election Process: Ms. Anderson gave background on the election procedures and timelines. Mr. Bartell commented on the details and dates.

Mr. Bartell moved that the Board approve the election procedures and timelines, as amended by the Board (that the ballot mailing can be April 17 or 18 and that the typo of March 13 be changed to March 17), adopt the director criteria as stated in the Bylaws and on the “Call for Self-Nominations,” create the FY2024 Ad Hoc Nomination Committee, and appoint Ms. Butler, Mr. Sood, and Mr. Hermes to the committee. Mr. Hermes seconded. Yes: 8, No 0, Abstain 0.

5) FY2024 SDTA Annual Application: Ms. Julie Coker discussed the programing and work of the SDTA as well as the core mission and strategic plan. Ms. Kerri Kapich reported on visitor numbers and the strategic framework.

Mr. Kavin Schieferdecker presented on the meetings and convention business. Ms. Kapich then reported on leisure business and international business. Mr. Bartell asked about media spend. Mr. Sood asked about influencers. Mr. Hermes asked about digital.

Mr. Rick Meza reported on revenue and expenditures.

Mr. Sood left the meeting.

Mr. Bartell asked about funding and budget. Ms. Butler asked about the website. Ms. Kapich discussed the return on investment.

The request is \$50,485,068 with an ROI of 23.1:1.

Meeting was adjourned without objection at 10:32 a.m.

Approved \_\_\_\_\_

Date \_\_\_\_\_