

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
The Dana on Mission Bay
1710W. Mission Bay Drive, San Diego
Friday, March 10, 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 Sood, Steve Cowan, Ilsa Butler, Scott Hermes, Summer Shoemaker, and Joe Terzi.

Board members absent: Elvin Lai

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:

Mr. Steve Cowan announced that he will be retiring from Hilton and retiring from the SDTMD Board. Mr. Bartell said what a valuable Board member Mr. Cowan has been and wished him the best.

ACTION ITEMS:

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

2) TMD Revenue Forecast: Ms. Jere Batten reported on funds that have been collected. The forecasted revenue for FY23 forecast is \$44,711,499. FY24 is \$46,499,959 based on a 4% growth rate. Mr. Terzi asked about available funds. Mr. Terzi moved to approve the TMD forecast. Mr. Brown seconded. Yes 8, No 0, Abstain 0.

3) Opportunity/Catastrophe (O/C) & Administration Allocations: Mr. Bartell provided background on the item. Ms. Batten said the recommendation was for 3% for administration. Mr. Hermes moved to allocate 3% for administration. Mr. Vikram Sood seconded. Yes 8, No 0, Abstain 0.

4) FY 2024 Funding Allocations: Mr. Bartell explained that the Board member rankings are to set the order of discussion. Ms. Batten shared the rankings with the Board and the audience. Mr. Brown moved to reduce Opportunity/Catastrophe to be \$11,107,605 to use for allocations. Mr. Sood seconded. Yes 8, No 0, Abstain 0.

5) FY 2024 SDTMD Admin Detail & Consolidated Budget: Mr. Terzi talked about the use of Opportunity/Catastrophe funds. Mr. Terzi moved to approve tentative funds, allocations and approve the consolidated budget, subject to City Council approval. Ms. Butler seconded. Yes 8, No 0, Abstain 0.

- a. San Diego Tourism Authority: Mr. Terzi moved to tentatively fund the requested amount for SDTA. Ms. Butler seconded. Yes 8, No 0, Abstain 0.
- b. San Diego Bowl Game: Mr. Cowan moved to tentatively fund the requested amount for SD Bowl Game. Mr. Brown seconded. Yes 8, No 0, Abstain 0.
- c. San Diego Bayfair: Mr. Sood moved to tentatively fund the requested amount for SD Bayfair. Mr. Brown seconded. Yes 8, No 0, Abstain 0.
- d. California Police Athletic Federation: Mr. Hermes moved to tentatively fund the California Police Athletic Federation. Mr. Terzi seconded. Yes 8, No 0, Abstain 0.
- e. San Diego Bay Food & Wine Festival: Ms. Summer Shoemaker moved to tentatively fund the San Diego Bay Food & Wine Festival. Mr. Sood seconded. Yes 8, No 0, Abstain 0.
- f. 51st San Diego Crew Classic: Mr. Sood moved to tentatively fund the 51st San Diego Crew Classic. Mr. Bartel seconded. Yes 8, No 0, Abstain 0.
- g. USTA Billie Jean King Girls National Championships: Mr. Hemes moved to tentatively fund the USTA Billie Jean King Girls National Championships. Ms. Butler seconded. Yes 8, No 0, Abstain 0.
- h. Best Coast Beer Fest: Mr. Terzi asked about it becoming a multi-day event. Mr. Terzi moved to tentatively fund the Best Coast Beer Fest. Mr. Herman seconded. Yes 8, No 0, Abstain 0.

- i. Wonderfront: Mr. Terzi asked about timing and date changes. Mr. Brown asked about prior funding. Mr. Bartell gave some background on funding of the event. Mr. Hermes discussed the date changes. Mr. Paul Thornton from Wonderfront discussed date, and location of the event. No motion on this item pending finalization of dates.

- j. USTA Adult National Championships: Mr. Hermes moved to tentatively fund USTA Adult National Championships. Mr. Brown seconded. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 10:30 a.m.

Approved _____

Date _____