

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
The Dana on Mission Bay
1710 W. Mission Bay Dr, San Diego
Friday, February 3, 2023
9:00 a.m. PST

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:01 a.m.

Board members present: Richard Bartell, Terry Brown, Vikram Stood, Isla Butler, Scott Hermes, Joe Terzi, Summer Shoemaker, and 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:

Lisa Lind, City of San Diego, talked about the three-year Economic Development Strategy.

INFORMATION ITEMS:

None

ACTION ITEMS:

- 1) Approval of Minutes: Mr. Lai moved to approve the minutes. Mr. Brown seconded the motion. Yes 8, No 0, Abstain 0.
- 2) FY 2022 SDTMD Annual Report: Ms. Colleen Anderson gave background on the annual report. She said that the TMD had a new all-time high ROI of 31:1. Mr. Terzi moved to approve the annual report. Mr. Hermes seconded. Yes 8, No 0, Abstain 0.
- 3) Access Academy: Remato Paiva presented the background on this item. He told the TMD that there would be a date change. Mr. Hermes moved to approve the change in date. Ms. Butler seconded. Yes 8, No 0, Abstain 0.

4) FY 2023 Event Update: Mr. Kyle Jones from Maverick Sports said the Defender event did not happen, but that the January event did happen. The Board discussed defunding the event.

The Old Town Association did not have an event and the SDTMD allocative need to be defunded.

Mr. Lai moved to defund \$135,710 from these two events. Mr. Sood seconded. Yes 8, No 0, Abstain 0.

5) FY 2024 Annual Application Presentation: San Diego Open: Ryan Redondo talked about the success of the event in 2022. Bill Kellogg talked about the Southern CA Tennis Association Foundation. Mr. Troy Morrison discussed the different types of events.

Request is for \$95,000 with an ROI of 8.54:1.

Ms. Butler asked about dates. Mr. Mark Testa provided his analysis of the application.

6) FY 2024 Annual Application Presentation: USTA Adult National Championships: Mr. Troy Morrison gave background on the prior success of the event.

The request is for \$50,000 with an ROI of 10.20:1.

Mr. Mark Testa discussed the merits of the application.

Mr. Hermes asked about registration for the event.

7) FY 2024 Annual Application Presentation: Best Coast Beer Fest: Ms. Amy Ulkutekin presented. She said that 2024 will be their 8th year in San Diego. She discussed their target audience and their partnerships. She discussed all aspects of the event.

The request is for \$70,000 with an ROI of 6.789:1.

Mr. Mark Testa provided his analysis of the event. Mr. Hermes asked about growing the event. Ms. Shoemaker asked about other similar events.

8) FY 2024 Annual Application Presentation: Wonderfront: Mr. Paul Thornton from Wonderlust Events presented. He detailed the results from 2022 and compared them to 2019. He also discussed the nature of major festivals and the challenges. Mr. Mark Testa shared his analysis.

Request if for \$250,000 with an ROI 10.45:1.

Mr. Terzi asked about the projections and discussed the dates. Mr. Bartell also asked about dates. Mr. Hermes asked about locations.

9) FY 2024 Annual Application Presentation: Sports San Diego: Mr. Mark Neville and Mr. Nathan Kopp presented on this item. Mr. Neville talked about the growth and changes of Holiday Bowl and Sports San Diego. The request is \$435,000 with an ROI of 6.65:1.

Mr. Kopp presented on Cal State Games. Request is for \$181,500 with a 13.81:1 ROI.

Mr. Neville discussed the new San Diego Invitational. Request is for \$30,000 with an 8.45:1 ROI.

Mr. Kopp presented on the Sports Commission. FY 23 request \$945,000, FY 24 request \$1,035,000. ROI is 12.5:1.

Total request is \$1,681,500 with an ROI of 11.03:1.

Mark Testa provided an analysis of each of the requests.

10) SDTMD Board Retention Policy: Mr. Lambeth presented the background on the item and explained the details. Mr. Bartell moved to accept the policy. Mr. Brown seconded. Yes 8, No 0, Abstain 0.

Meeting was adjourned without objection at 11:39 a.m.

Approved _____

Date _____