

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
The Hilton Harbor Island
1960 Harbor Island Dr. San Diego, 92101
Friday, April 14, 2023
9:00 a.m. PST

MINUTES

CALL TO ORDER:

Chair Bartell called the meeting to order at 9:03 a.m.

Board members present: Richard Bartell, Terry Brown, Daniel Kuperschmid, Ilsa Butler, Scott Hermes, Summer Shoemaker, and Elvin Lai.

Board members absent: Vikram Sood and Joe Terzi

Also in attendance: Colleen Anderson, Executive Director; Jere Batten, Batten Accountancy; John Lambeth, Attorney; and Julie Wright, (W)right on Communications.

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: Mr. Hermes had a correction. Item 5(h) said “Herman,” should be “Hermes.” Mr. Brown moved to approve as amended. Ms. Butler seconded the motion. Yes 6, No 0, Abstain 0.

2) Board Appointment: Mr. Bartell gave background on the item. He proposed that Daniel Kuperschmid from the Hyatt, immediate past chair of SDTA, be appointed to the Board. He has been with the Hyatt for 27 years. Mr. Hermes moved to approve the appointment of Mr. Kuperschmid. Mr. Brown seconded. Yes 6, No 0, Abstain 0.

Mr. Kuperschmid joined the Board.

3) Sports San Diego: Ms. Anderson gave background on this item. She talked about establishing ROI. Mr. Mark Neville discussed room night goals and discussed providing TMD with quarterly reports. More than 200 destinations use the DI Economic Impact Calculator. Mr. Mark Testa said it is important that the individual events continue to collect the room night and ROI data. Mr. Lai moved to approve the additional ROI methodology. Ms. Shoemaker seconded. Yes 7, No 0, Abstain 0.

Mr. Neville Reported that Manchester United is coming to San Diego to play Wrexham on July 25. He requested a reallocation of \$100,000 from Rugby Sevens to this event. ROI is 13.14:1. Mr. Brown moved to approve transfer of \$100,00 from Rugby Sevens and allocate to this event and the promoter will communicate regarding TMD hotels. The other \$150,000 shall go into the opportunity/catastrophe fund. Mr. Lai seconded. Yes 7, No 0, Abstain 0.

4) FY 2024 Board of Directors Elections: Mr. Bartell gave background on this item. James Decker and John Rovie self-nominated to appear on the Board of Directors ballot. Mr. Hermes said that the Ad Hoc Nominating Committee recommends Mr. Bartell, Ms. Shoemaker and Mr. Terzi. Ms. Butler moved to approve the Nominating Committee recommendation. Mr. Hermes seconded.

5) Director Limits on Terms: Mr. Bartell gave background on this item. Mr. Hermes moved to allow another term if elected, for Board member Bartell. Mr. Brown seconded. Yes 7, No 0, Abstain 0.

6) SDTA FY 2023 Budget Revisions: Mr. Kavin Shieferdecker and Ms. Michaelene Sullivan of SDTA presented on this item. The proposal is for an Esports group to come to San Diego for five years. The projection is for 27,000 rooms with a ROI of 15.3:1 Request is for \$504,000. Mr. Bartell asked about the cancellation of existing groups. Mr. Lai moved to increase the sponsorship for SDTA by \$500,000 for Esports events. Mr. Kuperschmid seconded. Yes 7, No 0, Abstain 0.

7) SDTMD FY2024 Consolidated Budget Revision: Ms. Anderson gave background on this item. Ms. Batten reviewed the changes to the consolidated budget. Ms. Shoemaker moved to approve the revised consolidated budget. Mr. Brown seconded. Yes 7, No 0, Abstain 0.

8) SDTMD Five Year Milestone Report: Ms. Anderson presented the five year growth projections. Mr. Bartell talked about the requirements of the five-year milestone report. Ms. Batten explained the projections. Mr. Bartell asked about the growth projections. Mr. Lai moved to approve the five-year milestone report and the five year projection. Ms. Butler seconded. Yes 7, No 0, Abstain 0

9) Legit Rare – All American Showcase: Mr. Hermes moved to defund Legit Rare. Ms. Butler seconded. Yes 7, No 0, Abstain 0.

10) Brown Act: Mr. Lambeth presented on this item. He gave the Board a refresher on the Brown Act and Public Records Act rules and included recent legislative changes.

Meeting was adjourned without objection at 11:27 a.m.

SDTMD Minutes

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Approved _____

Date _____