

SAN DIEGO TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS BOARD MEETING  
Zoom Meeting  
Friday, June 3, 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, Summer Shoemaker, Vikram Sood, Joe Terzi, and Alyssa Turowski, Scott Hermes.

Board members absent: N/A

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:

**FY2022 TMD Assessment Update:** Ms. Anderson said that March collection exceeded expectations. She said that overall collections have been better than the forecast.

**Tourism Matters Recovery Video:** Ms. Anderson gave background on the video. Then she showed the video. Mr. Bartell asked how the video would be distributed. Mr. Terzi congratulated the team on making a great video. He also suggested including the Mayor.

ACTION ITEMS:

1) Approval of Minutes: The April 8, 2022, meeting minutes were reviewed, discussed, and considered for approval by the Board. Mr. Hermes moved to approve the minutes. Mr. Sood seconded the motion. Yes 9, No 0, Abstain 0. Unanimous.

2) Board Findings regarding AB 361: Mr. Lambeth gave background on this item. Mr. Terzi moved that there is an active gubernatorial state of emergency and that state or local officials have recommended or imposed social distancing measures. Mr. Butler seconded the motion. Yes 9, No 0, Abstain 0. Unanimous.

3) FY2022 Adjustments: Mr. Bartell gave background on this item. Mr. Cowan moved to defund and return \$150,000 to the Opportunity/Catastrophe fund. Mr. Sood seconded. Yes 9, No 0, Abstain 0. Unanimous.

4) FY2023 Board of Director Election: Mr. Bartell gave background on the election. Ms. Turowski moved to ratify the election results. Ms. Shoemaker seconded. Yes 9, No 0, Abstain 0. Unanimous.

5) FY2023 Election of Officers: John Lambeth conducted the election of officers. He opened the nominations for Chair of the Board. Mr. Cowan nominated Richard Bartell for Chair. Mr. Brown seconded the nomination. There were no further nominations. Yes 9, No 0, Abstain 0. Unanimous.

Mr. Lambeth opened the nominations for Vice Chair of the Board. Mr. Terzi nominated Terry Brown for Chair. Mr. Sood seconded the nomination. There were no further nominations. Yes 9, No 0, Abstain 0. Unanimous.

Mr. Lambeth opened the nominations for Secretary of the Board. Vikram Sood nominated Ilsa Butler for Secretary. Mr. Brown seconded the nomination. There were no further nominations. Yes 9, No 0, Abstain 0. Unanimous.

Mr. Lambeth opened the nominations for Treasurer of the Board. Ms. Shoemaker nominated Vikram Sood. Ms. Butler seconded the nomination. There were no further nominations. Yes 9, No 0, Abstain 0. Unanimous.

6) FY2023 Supplemental Application Presentation: USTA BJK Girls Championships: Mr. Bill Kellogg presented the request. He said there are two separate tennis events hosted by two separate organizations on the agenda today. Mr. Lornie Kuhle, tournament director, gave history of the success of the event. Mr. Jack McGrory thanked the SDTMD for its support. He said the goal is to make San Diego a center for tennis. He talked about the international TV coverage. Mr. Kellogg said they are requesting \$50,000 for TV coverage.

Mr. Terzi said this event presents a great opportunity. Mr. Hermes asked about the total media budget. Mr. Terzi moved to approve. Mr. Brown seconded. Yes 9, No 0, Abstain 0. Unanimous.

7) FY2023 Supplemental Application Presentation: Southern CA Tennis Association – San Diego Open: Mr. Bill Kellogg gave background on Mr. Ryan Redondo. Mr. Redondo presented on the new event. He talked about the Barnes Tennis Center and their success with other tournaments. He gave details on the proposed WTA500 San Diego Open. They are requesting \$74,000. They are projecting ROI of 8.92:1

Mr. Jack McGrory said that this tournament is important to the City. Mr. Kellogg said that the estimated total cost is \$1,750,000. Mr. Terzi asked about airtime availability to promote the destination. Mr. Sood talked about prior women's tennis events and said this promises to be a great event. Mr. Troy Morrison talked about the unique offering of this event. Ms. Butler asked about a concurrent city-wide event. Terry Brown moved to approve. Ms. Butler seconded the motion. Yes 9, No 0, Abstain 0. Unanimous.

8) Insurance: Ms. Anderson provided background on the item. Mr. Brown moved for the approval of insurance including increased amounts. Mr. Bartell seconded the motion. Yes 8, No 0, Abstain 0. Unanimous.

9) FY2023 Board SDTA Budget Request: Mr. Bartell provided background on the item. Ms. Anderson said this proposal is to be included in their budgeted amount and would come from Opportunity/Catastrophe.

Ms. Kerri Kapich reported that the EDA grant request was denied. She also reported on the SD Workforce Partnership Project. Mr. Terzi asked about others that are doing this kind of work. Mr. Kavin Schieferdecker presented on the 2024 PCMA opportunity. Mr. Terzi asked about the details of the budget. Mr. Hermes asked about how PCMA did in 2022. Mr. Sood asked about sub region markets.

Ms. Anderson cautioned that SDTMD cannot pay for capital assets. Ms. Kapich discussed the incremental \$3 million media request.

Mr. Cowan left the meeting at 10:32.

Mr. Terzi talked about the importance of the program. Mr. Hermes asked about where there are increases and decreases in marketing. Mr. Terzi asked about funds available in Opportunity/Catastrophe. Mr. Batten provided some financial details. Mr. Bartell asked about which parts of the package are urgent. Mr. Bartell moved to approve the creation of an Ad Hoc SDTA committee with its members including, Mr. Terzi, Mr. Hermes, Ms. Shoemaker and Ms. Butler, and develop authority to review and approve up to a \$4 million grant to SDTA. Mr. Terzi seconded the motion. Yes 8, No 0, Abstain 0. (Cowan not present). Unanimous.

10) FY2023 SDTMD Budget Revision: Mr. Bartell gave background on this adjustment to the administrative budget. Mr. Terzi moved to approve the adjustment. Ms. Butler seconded the motion. Yes 8, No 0, Abstain 0. Unanimous.

Meeting was adjourned without objection at 10:56 a.m.

Approved \_\_\_\_\_

Date \_\_\_\_\_