

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
The Hilton Harbor Island
1960 Harbor Island Dr. San Diego, 92101
Friday, June 30, 2023
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, Vikram Sood, Daniel Kuperschmid, Ilsa Butler, Scott Hermes, Summer Shoemaker, Joe Terzi, and Elvin Lai.

Board members absent: None

Also in attendance: Colleen Anderson, Executive Director; 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:

- 1) Presentation – Sunbreak Ranch: Mr. George Mullen gave background on the item and detailed the proposed Sunbreak Ranch facility. Mr. Brian Caster, CEO of A-1 storage, Mr. John La Raia, and Mr. Bill Walton discussed the homeless crises and talked about the Sunbreak Ranch solution.
- 2) Update from SDTA:
 - a. Tourism Economics: Mr. Nate Kelley presented the updated Tourism Economics Forecast figures.
 - b. World Design Capital Cities: Ms. Kerri Kapich explained what the world Design Organization is and how it is organized. She discussed the World Design Capital 2024 programming, and the associated media converge.
 - c. Breeders Cup: Ms. Kapich said the SDTA has been working with Sports San Diego. Breeders Cup will be held in 2023 and 2024 at Del Mar.

- d. Measure C: Mr. Daniel Kuperschmid stated that the court of Appeal will hear oral argument on July 12, 2023. The opinion should be issued within 90 days of oral argument.

ACTION ITEMS:

1) Approval of Minutes: Mr. Lai moved to approve the minutes. Mr. Kuperschmid seconded the motion. Yes 9, No 0, Abstain 0.

2) FY2024 Board of Directors Elections: Mr. Lambeth talked about the election process and timing. Ms. Lind reported the results to fill the three seats that were subject to the election. She reported that the top three vote getters are Mr. Richard Bartell, Mr. Joe Terzi and Ms. Summer Shoemaker. Mr. Brown moved to certify the election results. Mr. Hermes seconded. Yes 9, No 0, Abstain 0.

3) FY2024 Election of Officers: Mr. Sood mentioned that he no longer wanted to be considered to serve as an officer. Mr. Lambeth provided information about the election of officers. He opened up nominations for the Chair. Ms. Butler nominated Richard Bartell to serve as Chair. Mr. Lambeth closed the nominations. The Board voted to elect Richard Bartell to serve as Chair. Yes 9, No 0, Abstain 0.

Mr. Lambeth opened up nominations for the Vice Chairman. Mr. Bartell nominated Terry Brown to serve as Vice Chair. Mr. Lambeth closed the nominations. The Board voted to elect Terry Brown to serve as chair. Yes 9, No 0, Abstain 0.

Mr. Lambeth opened up nomination for the Treasurer. Mr. Sood nominated Summer Shoemaker to serve as Treasurer. Mr. Lambeth closed the nominations. The Board voted to elect Summer Shoemaker to serve as chair. Yes 9, No 0, Abstain 0.

Mr. Lambeth opened up nomination for the Secretary. Mr. Hermes nominated Ilsa Butler to serve as Secretary. Mr. Lambeth closed the nominations. The Board voted to elect Isla Butler to serve as chair. Yes 9, No 0, Abstain 0.

4) Insurance: The Board of Directors discussed SDTMD corporation insurance policies for FY2024. Mr. Lai moved to approve the insurance. Mr. Sood seconded. Yes, 9, No 0, Abstain 0.

5) San Diego Bayfair/Thunderboats Update: Mr. Gregg Mansfield described the events that led to the cancellation of the event. Mr. Bartell thanked Mr. Mansfield for all of his efforts and expressed appreciation for what he has done to keep the event going. Mr. Hermes praised Mr. Mansfield for the ROI they have done in years past. Mr. Terzi moved to defund SD Bayfair Thunderboats for FY24 for \$120,000 and return the funds to the Opportunity/Catastrophe fund. Mr. Brown seconded. Yes 9, No 0, Abstain 0.

6) SDTA FY 2023 Budget Adjustment: Mr. Rich Meza and Ms. Kerri Kapich presented. Mr. Meza described the proposed adjustments. Mr. Terzi asked about adjustment details. Mr. Lai asked about savings. Ms. Anderson said those funds are carried forward towards next year's budget. Mr. Bartell asked about the media buy. Mr. Hermes asked about the World Design project. Mr. Lai moved to approve requested budget adjustments that included a sponsorship of \$250,000 for World Design. Ms. Butler seconded. Yes 9, No 0, Abstain 0.

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Meeting was adjourned without objection at 10:57 a.m.

Approved _____

Date _____