

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Hilton San Diego Airport Harbor Island
1960 Harbor Island Dr, San Diego, CA 92101
Friday, March 8, 2024
9:00 a.m. PST

MINUTES

CALL TO ORDER:

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

Board members present: Richard Bartell, Daniel Kuperschmid, Elvin Lai, Joe Terzi, Summer Shoemaker, Scott Hermes, April Shute

Board members absent: Ilsa Butler

Also in attendance: Colleen Anderson, Executive Director; John Lambeth, Attorney; and Jere Batten, Batten Accountancy

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. Lai moved to approve the minutes. Mr. Hermes seconded the motion. Yes 7, No 0, Abstain 0.

2) SDTA/Sports San Diego: Ms. Jere Batten presented background on this item. Mr. Terzi moved to approve the requested charge. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

3) TMD Revenue Forecast: Mr. Bartell discussed the development of the projections. Mr. Terzi asked about ADR vs. occupancy. Mr. Kuperschmid, Ms. Shoemaker, Mr. Lai, and Ms. Shute discussed the

projections. Mr. Terzi moved to use a 3% growth rate for January - May 2024, compared to 2023. Mr. Hermes seconded the motion. Yes 7, No 0, Abstain 0.

The Board discussed projections for Fiscal Year 2025. Mr. Lai moved to use a 4% growth rate for FY25. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.

4) Opportunity/Catastrophe (O/C0 & Administration Allocations): Mr. Bartell provided the history of the opportunity/catastrophe reserve. Mr. Hermes moved to allocate 3% to administration and 7% to opportunity/catastrophe for FY 2025. Mr. Kuperschmid seconded the motion. Yes 7, No 0, Abstain 0.

5) FY 2025 Funding Allocations: Mr. Bartell mentioned that the scoring sheet is used only to create the order of discussion of the applications. Ms. Julie Coker, Mr. Rick Meza, and Ms. Kerri Kapich of SDTA discussed revisions to their FY25 budget. Mr. Meza spoke about savings this fiscal year. Mr. Kuperschmid stated the importance of funding SDTA. Mr. Kuperschmid moved to approve the scoring sheet with all Board member rankings. Mr. Hermes seconded the motion. Yes 7, No 0, Abstain 0.

- a. San Diego Tourism Authority: Ms. Shoemaker moved to tentatively approve the SDTA at \$47,631,976. Mr. Bartell seconded the motion. Yes 7, No 0, Abstain 0.
- b. Sports San Diego: Mr. Neville said that they could reduce their ask by \$130,000. Mr. Hermes moved to tentatively approve the Sports San Diego request at \$1,840,000. Mr. Kuperschmid seconded the motion. Yes 7, No 0, Abstain 0.
- c. San Diego Bayfair: Mr. Gregg Mansfield talked about the need for funding. Mr. Kuperschmid moved to tentatively approve at \$200,000. Ms. Shoemaker seconded the motion. Yes 7, No 0, Abstain 0.
- d. San Diego Wine and Food Festival: Mr. Terzi moved to tentatively approve at \$74,500. Mr. Kuperschmid seconded the motion. Yes 7, No 0, Abstain 0.
- e. La Joll Concourse D'Elegance: Mr. Hermes moved to tentatively approve \$74,500. Mr. Terzi seconded the motion. Yes 7, No 0, Abstain 0. Mr. Lai left the meeting.
- f. United States Police and Fire Championships: Ms. Shoemaker moved to tentatively approve \$71,000. Mr. Kuperschmid seconded the motion. Yes 6, No 0, Abstain 0.
- g. 52nd San Diego Crew Classic: Mr. Terzi moved to tentatively approve the Crew Classic at \$156,500. Ms. Shoemaker seconded the motion. Yes 6, No 0, Abstain 0.
- h. Mission Bayfest: Mr. Mike Beltran talked about the event. Mr. Kuperschmid moved to tentatively approve Mission Bayfest at \$122,500. Mr. Hermes seconded the motion. Yes 6, No 0, Abstain 0.
- i. Del Mar Food & Wine Festival: Mr. Terzi asked about the impact to TMD hotels. Mr. Terzi moved to tentatively approve the Del Mar Food & Wine at \$74,500. Mr. Hermes seconded the motion. Yes. 6, No 0, Abstain 0.
- j. USTA Billie Jean King Girls National Championships: Loraine Novak talked about room nights from last year. Ms. Shoemaker moved to tentatively approve the USTA Billie Jean King Girls National Championship at \$65,000. Mr. Kuperschmid seconded. Yes 6, No 0, Abstain 0.
- k. SDDC International Visitors Day: Mr. Kuperschmid moved to tentatively approve the SDDC International Visitors Day: at \$39,606. Mr. Hermes seconded. Yes 6, No 0, Abstain 0.
- l. San Diego Open: Ms. Shoemaker moved to tentatively approve the San Diego Open at \$163,200. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

- m. USTA Adult National Championships: Mr. Kuperschmid moved to tentatively approve USTA Adult National Championships at \$39,760. Ms. Shute seconded the motion. Yes 6, No 0, Abstain 0.
- n. Wonderfront Festival: Mr. Terzi moved to not approve funding for Wonderfront Festival. The proposal to fund Wonderfront Festival could be considered at an additional meeting. Mr. Kuperschmid seconded the motion. Yes 6, No 0, Abstain 0.
- o. Day of The Dead Festival: Mr. Robert Barros talked about the upcoming event and the use of SDTMD funds on out-of-town advertising. Mr. Kuperschmid moved to tentatively approve the Day of The Dead Festival at \$69,250. Mr. Bartell seconded the motion. Yes 6, No 0, Abstain 0.

Mr. Bartell indicated that \$8,378,854 of opportunity/catastrophe would be needed to pay for allocations. Mr. Hermes moved to approve all of the tentative funding allocations. Ms. Shoemaker seconded the motion. Yes 6, No 0, Abstain 0.

6) FY 2025 SDTMD Admin Detail & Consolidated Budget: Ms. Batten discussed the admin budget and the consolidated budget. Mr. Terzi moved to approve. Ms. Shoemaker seconded the motion. Yes 6, No 0, Abstain 0.

Meeting was adjourned without objection at 10:45am.

Approved _____

Date _____