

SAN DIEGO TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS SPECIAL BOARD MEETING
Hilton San Diego Airport Harbor Island
1960 Harbor Island Dr, San Diego, CA 92101
Friday, May 10, 2024
9:00 a.m.

MINUTES

CALL TO ORDER:

Richard Bartell called the meeting to order at 9:00 a.m.

Board members present: Richard Bartell, Isla Butler, Daniel Kuperschmid, Joe Terzi, Summer Shoemaker, Scott Hermes, Tom Tabler

Board members absent: Elvin Lai, April Shute

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:

1) Tourism Economics May Forecast Update: Mr. Nate Kelly provided information on San Diego Tourism Market Indicators. Mr. Terzi asked about the data. Mr. Hermes asked about government stays and airline crews. Mr. Terzi asked about the statewide forecast. Mr. Bartell asked about consistency with TMD projections.

ACTION ITEMS:

1) Approval of Minutes: Ms. Butler moved to approve the minutes. Mr. Hermes seconded the motion. Yes 6, No 0, Abstain 0.

2) Board Appointment: Mr. Bartell gave background on the vacancy. He said that Mr. Tom Tabler, General Manager of the Marriott Marquis should be considered for the Board. Mr. Terzi moved to appoint

Tom Tabler to fill the vacant Board seat previously occupied by Terry Brown. Mr. Kuperschmid seconded the motion. Yes 6, No 0, Abstain 0. Mr. Tom Tabler joined the board.

3) FY 2025 Board of Directors Election: Mr. Bartell gave background and said there were no self nominations. Mr. Hermes, as a member of the Ad Hoc Nomination Committee, moved that the slate of incumbent candidates appear on the ballot. Mr. Kuperschmid seconded the motion. Yes, 7, No 0, Abstain 0.

4) Petco Park Events: Mr. Bartell said that Petco did not secure the World Baseball Classic. Mr. Terzi moved to defund the World Baseball Classic for FY 25/FY 26. Mr. Tabler seconded the motion. Yes 7, No 0, Abstain 0.

5) WWE Event to be held in November 2024: Ms. Jaclyn Lash, Ms. Stephanie Grace, and Ms. Kristie Ewing presented on the proposed WWE event to be held in November 2024. Mr. Bartell asked about the series. The request is for \$700,000. Mr. Tabler and Mr. Terzi asked about the arena event. Mr. Mark Testa said out-of-town numbers are consistent. He also said the attendance is the biggest question. Mr. Kuperschmid asked about ROI. Mr. Terzi asked about the result without TMD funding. Ms. Bulter asked about multiple years. Mr. Terzi moved to fund the WWE event at \$600,000. Mr. Kuperschmid seconded the motion. Yes 7, No 0, Abstain 0.

6) Application Presentation: FY 25 Fast Forward: Ms. Michelle Meter gave background on a new event, "Creator West." The request is for \$65,000 with a 7.23:1 ROI. Mr. Kuperschmid asked about the venue. Mr. Testa said the projections are reasonable. Mr. Terzi moved to approve funding at \$65,000. Ms. Bulter seconded the motion. Yes 7, No 0, Abstain 0.

Meeting was adjourned without objection at 11:20 am.

Approved _____

Date _____