

Agenda Item 3.A

MINUTES*
SAN DIEGO CONVENTION CENTER CORPORATION
THE BOARD OF DIRECTORS

BOARD MEETING OF OCTOBER 27, 2020
Via Teleconference

BOARD MEMBERS PRESENT:	Chair Jaymie Bradford and Directors, Elvin Lai, Carlos Cota, Allan Farwell, Jeff Gattas and Xema Jacobson
BOARD MEMBER(S) ABSENT:	Director Carol Kim
STAFF PRESENT:	Rip Rippetoe, Mardeen Mattix and Pat Evans (Recorder)
ALSO PRESENT:	Jennifer Lyon, General Counsel, Julie Coker, SDTA President & CEO

*Audio copies of Board of Director meetings are available upon request. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com to request a copy.

1. Call to Order

Chair Jaymie Bradford called the Board Meeting to order at 12:01 p.m. in the Executive Boardroom of the San Diego Convention Center Corporation, 111 West Harbor Drive, San Diego, CA 92101. Chair Bradford then called roll to determine which Directors were present on the teleconference:

Chair Bradford – Present
Director Lai – Present
Director Kim – Absent
Director Farwell – Present
Director Cota – Present
Director Gattas – Present
Director Jacobson - Present

All Directors were present except Director Kim. Chair Bradford noted that all votes taken during this meeting would be recorded via roll-call vote.

2. Non-Agenda Public Comment – None

E. Audit Committee (Allan Farwell)

(1) Authorize Acceptance of Audited Annual Financial Report for the Fiscal Year Ended June 30, 2020

Directors Farwell and Jacobson moved and seconded, respectively, to accept the Audited Annual Financial Report for the Fiscal Year Ended June 30, 2020

**Chair Bradford – Aye
Director Lai – Aye
Director Kim – Absent
Director Farwell – Aye
Director Cota – Aye
Director Gattas – Aye
Director Jacobson - Aye**

Vote: Unanimous

AYES: 6

NAYS: 0

ABSTENTIONS: 0

F. Sales & Marketing Committee (Elvin Lai) – Director Lai reported:

- The short-term sales team closed three events in the first and second quarter of next year. Director Lai then requested that Mr. Mikschl provide further details regarding the short-term team’s sales efforts.
- Mr. Mikschl reported that there has not been a lot of booking activity. As indicated by a review SDCCC’s sales report this year, relative to last fiscal year, the report shows substantially lower revenue and number of events year to date. Revenues are specifically about \$400,000 less than what had been booked at the same time last year.
- Mr. Mikschl further noted, however, there is activity in the short-term market. There are smaller, consumer shows and community events, looking to schedule in the second quarter and beyond of 2021. Pending SDCCC’s ability to open, Staff is certainly pursuing those events cautiously, but optimistically.
- The short-term team has reduced its staff substantially as was alluded to during the budget discussion. There is now one sales manager working on behalf of the short-term market. Eventually, if the opportunity and if the business presents itself, staffing levels may increase to an appropriate level sometime next year.
- There is still plenty of business on the books well into the third quarter and beyond of next year.
- Director Lai also requested that Ms. Coker, SDTA President & CEO, provide an update regarding long-term sales.
- Ms. Coker reported that SDTA was unable to close any events in September. SDTA continues to work very closely with customers to shift business, especially in January, February, and March, since the Convention Center still is unable to open based on Sacramento guidelines.
- SDTA also recently closed a piece of business for 2022. SDTA is booking events, but those events are mostly in 2025, 2026 and 2027, and beyond. Part

of the issue is that the Center doesn't have open dates that some of SDTA's customers are looking for. Right now, most of the team is spending time trying to shore up calendar year 2021, and are trying to determine what attendance will look like for citywide conventions.

- SDTA is also working with those clients that are looking to shift business out of 2021. From a customer standpoint, 50% of the planners are saying that they don't want to hold a face-to-face meeting until there's a vaccine. On the other hand, the other 50% are willing to move forward with meetings.
- SDTA is providing talking points to clients regarding reopening; however, since some meeting planners are willing to wait for a vaccine, and if the vaccine doesn't materialize until later in the year, there is a chance that the region could lose key business in 2021 and beyond. SDTA is providing clients with written material on how we feel they can hold meetings safely. SDTA is also very actively involved with the Hotel & Motel Association in trying to push forward hotel meetings. If the Governor would at least allow hotel meetings, we could then build off of that concession and eventually lead to the Convention Center meetings. California is the only state in the United State that is not allowed to hold meetings of any type. Some destinations might have meetings as small as 25 or 50 people and some have no limit.
- SDTA is working very closely with a media event at the Hyatt hotel next Thursday to show how we can hold hotel meetings safely. The goal is to allow hotel meetings so that we can then gain confidence of meeting planners and obviously move towards meeting at the convention center.
- SDTA will also host another citywide customer town-hall meeting in November to provide updates. SDTA received repeated questions regarding when the Convention Center will open. SDTA will continue to work very closely with Mr. Mikschl and the short-term sales team, and the sales managers to keep customers informed, until the Governor renders an opinion on when we can hold controlled gatherings safely. SDTA is also in the process of planning a strategic planning session with local partners to review sales and marketing practices.

Director Lai and Director Bradford then discussed postponing the SDCCC November Board Retreat and rescheduling it to a date in either mid-December or early January in order to review the outcome of the SDTA strategic planning efforts. The Board will review their calendars and determine a new date for the Board Retreat.

4. Chair's Report (Chair Jaymie Bradford):

- Chair Bradford congratulated Mr. Rippetoe for being named as one of the 2020 All-Stars by *Venues Now* magazine.
- The Convention Center was also named as one of the top 30 Venues of Excellence by *Exhibitors Magazine*.
- The Governor's office announced that San Diego will remain in the "red" COVID tier for the time being.
- The next scheduled Board meeting is December 1, 2020.

5. President's Report (Rip Rippetoe) – Mr. Rippetoe reported on the following items:

- SDCCC not only received the Centers of Excellence Award, SDCCC also shared the Taxpayer Association’s Gold Award with the Shelter-at-Home Operation, the City, and the County.
- Mr. Rippetoe also reported that Bobby Ramirez was recognized by Sodexo Worldwide as one of their heroes because of his helping to put together the “Rise” program. This certification is over and above the Global Bio Risk Advisory Council. Centerplate, under Mr. Ramirez’ leadership was recognized as the go-to standard. SDCCC is one of the very first organizations in food and beverage in North America to achieve that recognition. Now, Mr. Ramirez has been asked to present his program to all of his peer group within the world-wide Centerplate family. Mr. Rippetoe thanked Center Plate for all the good work that they've been doing.
- The California Convention Center Coalition is attempting to put together a meeting for this Thursday afternoon.
- SDCCC going to act as a super polling site for the upcoming election from Saturday through Election Day.
- SDCCC has a brand new website that will launch sometime in November.
- SDCCC has been approached by Maylin Burnham about perhaps finding a location for an on-site sailing exhibit that would match SDCCC’s nautical theme and tie SDCCC a little more to the bay. If an agreement is reached, this item will be brought back to the Board for approval.
- The IAVM Annual Conference began yesterday morning, and is running all of this week. Thirteen SDCCC staff members will be participating in this event. Ms. Totaro will be presenting and moderating a town-hall and Mr. Mikschl is also moderating a panel on Sales & Marketing.
- SDCCC representatives met with Comic-Con. SDCCC is working with Comic-Con and the Port regarding closing Harbor Drive for the next Comic-Con event.

6. Board Comment [Govt. Code § 54954.2(a)(2)] – None

There being no further business, the meeting adjourned at 12:59 p.m.

CERTIFICATION

I, Allan Farwell, Secretary of the Board of Directors of the San Diego Convention Center Corporation, Inc., do hereby certify that the foregoing is a true and correct copy of the minutes of the business transacted by the Board of Directors of the San Diego Convention Center Corporation, Inc., at a duly noticed meeting held on October 27, 2020 and that said minutes were approved by the Board of Directors on December 1, 2020.

[Approved at December 1, 2020 Board Meeting]
Allan Farwell, Secretary