

**SAN DIEGO CONVENTION CENTER CORPORATION
SALES & MARKETING COMMITTEE MEETING
OF THE BOARD OF DIRECTORS**

**Director Jeff Gattas, Chair
Director Carlos Cota
Director Jaymie Bradford**

**TUESDAY, JANUARY 26, 2021, 9:30 A.M.
W. Harbor Drive, 2nd Floor, Executive Boardroom
San Diego, California 92101**

AGENDA

**(Meeting to be held via teleconference pursuant to
State of California Executive Order N-29-20)**

**Telephone number for members of the public
to observe, listen, and address the meeting telephonically:
1(888) 251-2909 – Access code is 6724115#**

1. Call to order: Jeff Gattas, Chair

2. Non-Agenda Public Comments

This portion of the agenda provides an opportunity for members of the public to address the Board on items of interest within the jurisdiction of the Board that have not previously been before the Board. Pursuant to the Brown Act, no discussion or action shall be taken by the Board on items not posted on the agenda.

3. Approval of the Minutes of October 27, 2020 Sales & Marketing Committee Meeting

4. Chair Report

5. Sales & Marketing Updates:

- **Short-Term Sales Update – Andy Mikschl**
- **Long-Term Sales Update: - Julie Coker**

6. Staff Updates:

- **Client Communications: Rip Rippetoe**

7. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(2)]

Adjournment

This information is available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device ("ALD") for the meeting, please call Pat Evans at (619) 525-5131 at least five working days prior to the meeting to ensure availability. **Audio copies of Board Committee Meetings are available upon request. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com to request a copy.**

In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting at the corporation's offices at 111 West Harbor Drive, San Diego, CA. Materials distributed to the board after the posting of this agenda also will be available online at visitsandiego.com. Please contact Pat Evans at (619)525-5131 or pat.evans @ visitsandiego.com if you would like to pick up a copy of any material related to an item on this agenda.

Action items on this agenda may be consolidated for voting purposes into a single vote of the Board, to the extent they are routine or otherwise do not require further deliberation. A Board member may comment on an action item before it is voted upon as part of the consolidated vote; however, if a Board member wishes to discuss an action item, that item will not be included in the consolidated vote. If a member of the public wishes to comment upon an action item, they should so advise the Board chair at or before the public comment portion of the meeting, in which case that item will not be included in any consolidated vote.

Agenda Item 3

MINUTES

SAN DIEGO CONVENTION CENTER CORPORATION
SALES & MARKETING COMMITTEE OF
THE BOARD OF DIRECTORS

COMMITTEE MEETING OF OCTOBER 27, 2020

BOARD MEMBERS PRESENT: Chair Elvin Lai and Directors Allan Farwell and Jeff Gattas

BOARD MEMBERS ABSENT:

STAFF PRESENT: Rip Rippetoe, Mardeen Mattix, Andy Milschl and Pat Evans (Recorder)

ALSO PRESENT: Julie Coker, SDTA President & CEO

1. **Call to Order:** Chair Elvin Lai called the meeting to order at 11:01 a.m. at 111 West Harbor Drive, San Diego, California. Chair Lai noted that all Committee members were present. Chair Lai further noted that since this meeting is being conducted via teleconference, all votes will be recorded via roll-call.

2. **Non-Agenda Public Comment:** None

3. **Approval of Minutes of September 22, 2020 Budget Committee Meeting:**

Directors Gattas and Farwell moved and seconded, respectively, to approve the minutes from the September 22, 2020 meeting.

Director Lai - Aye
Director Farwell - Aye
Director Gattas - Aye

Vote: Unanimous

AYES: 3

NAYS: 0

ABSTENTIONS: 0

4. **Chair's Report:** None

5. Sales & Marketing Updates:

Short-Term Sales Update:

- Short Term Sales Report: Mr. Mikschl reported on status of the short-term sales teams' goals:
 - Events booked through September 2020: - 3 (compared to 7 in 2019) and 5 total events (compared to 25 in FY 2020).
 - September Attendees: - 2,750 (compared to 12,480 in September, 2019) and total attendees of 7,750 (compared to 40,982 in 2019)
 - August Room Nights: 509 (compared to 770 in 2019) and total room nights of 509 (compared to 5,330 in 2020)
 - Monthly Rental Revenue: \$55,304 (compared to \$129,275 in 2019) and total rental revenue is \$85,304 compared to \$486,162 last year.
 - Staff is seeing more activity every month. Some repeat clients definitely want to book for next year so Staff has repositioned those events to dates next year that are similar to dates they had this year.
 - There is some new booking activity out there, new consumer shows that staff is working on. There is a new AKC dog show has potential for next August which would be good exposure for the Center to the AKC organization.
 - Staff is also working the short-term clients who had events booked into the first quarter of next year. Staff is moving January events off of the books to later dates in the year.
 - There is one sales manager on staff now.
 - In response to Director Farwell's question regarding the type of cancellation language in the newly booked events, Mr. Mikschl reported that the newly booked events have the Corporation's standard cancellation language (cancellation inside of two years, the full rental is due). If the Center is unable to open when the events are scheduled, Staff will work with the clients to either find later dates or agree to a mutual cancellation fee. Mr. Mikschl indicated Staff is trying to find mutually acceptable language for clients who request modification to our "force majeure" language. He also noted Staff is encouraging clients to wait as long as possible before making a final decision to cancel events.
 - Ms. Coker indicated that she is having similar discussions with long-term clients.
 - Long-Term Sales Report: Ms. Coker reported the following:
 - Sales Activity Report –September 2020 - Ms. Coker reported that long-term sales has booked -0- conventions (vs. 1 for this period last year) and 4 total conventions year-to-date. Staff have booked -0- room nights for September (vs. 8,650 for this period last year). A total of 72,348 room nights have been booked this year compared to 32,380 this time last year.

- September Attendance: -0- (vs. 3,500 in 2019). Total attendance this year is 36,700 compared to 14,400 last year.
- SDTA had hoped the Governor's office would have issued information regarding hotel meetings by now; however, no information has been issued.
- A media event was held on Thursday at the Grand Hyatt Manchester the purpose of which was to educate legislative officials as well as media that California is currently the only State in the United States that is not allowing any size meetings whatsoever. SDTA will continue to drive home that message.
- Sales Managers are currently pushing groups later into the year but there isn't a lot of activity otherwise.
- Clients are also inquiring about their room blocks beyond 2023 and 2024. Clients who have events booked in 2025, 2026 and 2027 are reluctant to sign contracts because they don't know what their room blocks will look like.
- SDTA has a strong tentative piece of business that might leave another city in 2024.
- Client's biggest focus continues to be establishing an opening date for the Center.
- The Committee also discussed how clients feel about attending meetings at this time. Ms. Coker indicated that fifty percent of clients don't want to hold meetings until a vaccine is readily available; however, fifty percent might be willing to go forward with meetings if sufficient safety protocols are in place. The industry coalition across the country is pushing more on safety protocols and how to physically distance and they are trying to get planners to focus less on the vaccine issue.

6. Staff Updates:

- Mr. Rippetoe reported that Staff is spending a lot of time communicating with customers. Customers want to know when SDCCC will be able to announce a reopening date. Although SDCCC cannot provide that information, we are working with clients to try to find solutions such as moving their events to alternate dates. Clients who want to cancel in April, May and June want SDCCC to enact the "force majeure" clause in their contracts but we are not inclined to do so at this time.
- The transfer of the Convention Services function to SDTA has been completed.
- Our Executive team has had an opportunity to review the new website. The site should be much more user friendly and it will be geared towards our customers. We will arrange for Board members to preview the site within the next week.
- Staff is continuing to focus on reopening guidelines so we will be ready to move forward as soon as we hear from the State.
- Over 8,000 COVID tests have been given at the shelter and we have received only 23 positive results since April 1st. Our CFO is finalizing our agreement with the City to extend the shelter through December.

Chair Lai asked Ms. Coker when her strategic planning process would commence. Ms. Coker responded that her consultant has conducted several hotel interviews and the convention center

interview and she is now working on interviewing the city-wide sales team members. The first in-person session is scheduled for the second week of November after all of the interview information is compiled. Chair Lai expressed an interest in reviewing the final KPIs so that they could dovetail with SDCCC's goals. Ms. Coker estimated that the strategic planning process should be completed by January.

7. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(2)]: None

There being no further business, the meeting adjourned at 11:30 a.m.

CERTIFICATION

I, Elvin Lai, Chair of the Sales & Marketing Committee of the Board of the Directors of 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 Sales & Marketing Committee of the Board of Directors of the San Diego Convention Center Corporation, Inc. at a duly noticed meeting held on October 27, 2020.

Elvin Lai, Chair



**SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES
JANUARY 2021 SALES ACTIVITY REPORT**



CONTACT: Andy Mikschl, Executive Vice President, Sales, San Diego Convention Center
 Andy.mikschl@visitsandiego.com | 111 West Harbor Dr., San Diego, CA 92101
 619.525.5282

SHORT TERM BOOKING ACTIVITY

Conventions, Corporate Events, Consumer Shows, Community Events, & Local Meetings

DEFINITE		FY21 DECEMBER 2020	FY20 DECEMBER 2019	CUMULATIVE FYTD 2021	CUMULATIVE FYTD 2020
	EVENTS	3	10	11	50
ATTENDANCE	20,500	22,785	39,950	79,102	
ROOM NIGHTS	440	5,452	949	13,900	
RENTAL REVENUE	\$96,031	\$289,725	\$240,215	\$1,008,087	

FY21 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$240,215	9.2%

CONTRACTED SHORT TERM EVENTS DEC 2020

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
AKC Meet The Breeds	08/15/21	17,500	160	320	\$53,200
BabyCon San Diego 2021	09/11/21	2,000	0	0	\$5,631
San Diego County Office of Education Equity Conference	01/21/22	1,000	60	120	\$37,200
TOTAL		20,500	220	440	\$96,031

CONTRACTED SHORT TERM EVENTS/ FY21 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Epic Series Obstacle Challenge	11/21/21	1,500	0	0	\$21,800
Southern CA Rental Housing Conference	04/30/21	3,500	0	0	\$8,200
24 Seven Dance Convention/Break The Floor	03/11/21	650	65	169	\$25,795
Shamrock Expo 2021	05/08/21	1,600	300	340	\$21,800
South County Economic Development Summit 2021	10/05/21	500	0	0	\$7,709
Career Compass Real Estate Success Training 2021	05/06/21	200	0	0	\$3,450
Art San Diego 2021/ Redwood Media Group	09/28/21	10,000	0	0	\$25,830
Taking Control of Your Diabetes-2022	04/29/22	1500	0	0	\$29,600
AKC Meet The Breeds	08/13/21	17,500	160	320	\$53,200
BabyCon San Diego 2021	09/10/21	2,000	0	0	\$5,631
San Diego County Office of Education Equity Conference	01/19/22	1,000	60	120	\$37,200
TOTAL		39,950		949	\$240,215



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	DECEMBER 2020	DECEMBER 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	2	3	9	10
ATTENDANCE	5,700	20,200	60,400	75,600	
ROOM NIGHTS	12,161	33,632	123,599	152,633	

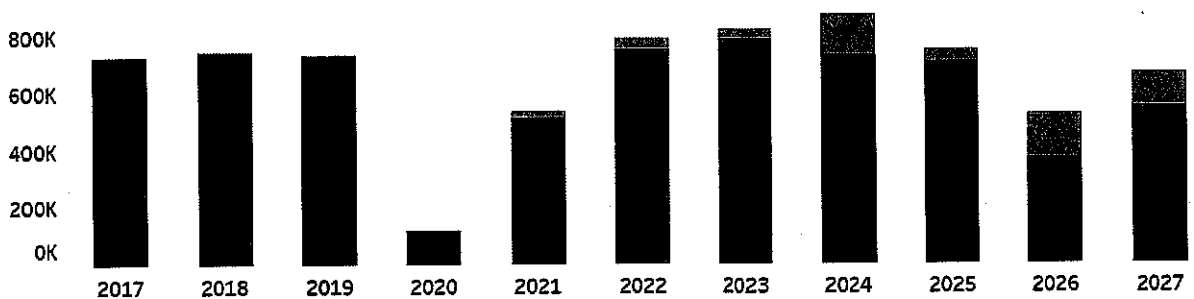
TENTATIVE	FUTURE YR BOOKINGS	DECEMBER 2020	DECEMBER 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	BOOKINGS	7	9	59	30
ATTENDANCE	40,000	57,553	853,603	192,300	
ROOM NIGHTS	81,153	110,897	1,116,496	389,136	

FY21 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

CUMULATIVE FY2021	
FY21 TOTAL ROOM NIGHTS	123,599

ROOM NIGHT SUMMARY

Figures based on calendar year.



Tentative Room Nights					25K	44K	38K	144K	42K	153K	117K
Definite Room Nights	728K	746K	732K	120K	510K	751K	784K	731K	708K	371K	549K
Definite Conventions	43	43	57	14	38	53	44	37	27	21	23

DEFINITE EVENTS BREAKDOWN

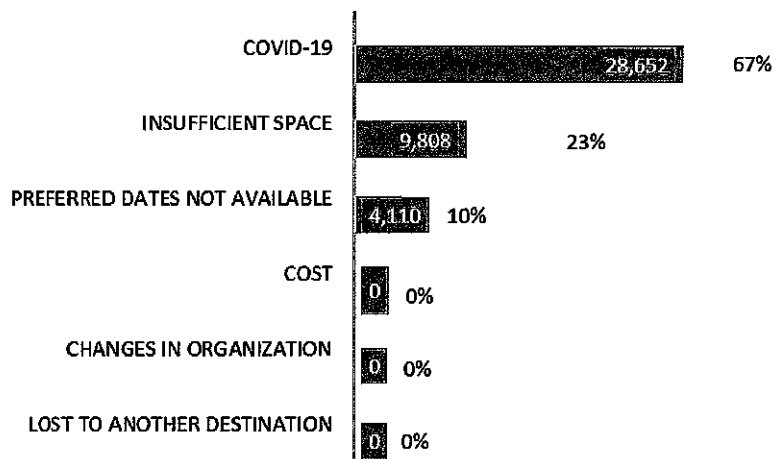
Conventions, Trade Shows, Corporate & Incentive Events, DECEMBER 2020

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
American Society for Metabolic and Bariatric Surgery	6/9/2024	6/13/2024	1,200	2,500	5,475
American Academy of Hospice and Palliative Medicine /AMC	3/2/2026	3/7/2026	1,675	3,200	6,686
Total			2,875	5,700	12,161

BREAKDOWN OF LOST BUSINESS

Conventions, Trade Shows, Corporate & Incentive Events, DECEMBER 2020

Lost Room Nights 43k



SITE INSPECTIONS

THERE WERE NO CITYWIDE SITE INSPECTIONS CONDUCTED DURING DECEMBER.

CLIENT APPOINTMENTS

- AFCEA INTERNATIONAL
- AMERICAN ACADEMY OF ALLERGY, ASTHMA & IMMUNOLOGY ASSOCIATION
- AMERICAN ASSOCIATION OF IMMUNOLOGISTS
- AMERICAN COUNCIL FOR TEACHERS OF FOREIGN LANGUAGES - ACTFL
- AMERICAN OCCUPATIONAL THERAPY ASSOCIATION
- AMERICAN PHYSIOLOGICAL SOCIETY
- AMERICAN PSYCHOLOGICAL ASSOCIATION
- AMERICAN SOCIETY FOR CELL BIOLOGY

CLIENT APPOINTMENTS—CONTD

- AMERICAN SOCIETY FOR RADIATION ONCOLOGY
- AMERICAN SOCIETY OF COLON & RECTAL SURGEONS
- AMERICAN SOCIETY OF NEPHROLOGY
- AMERICAN THORACIC SOCIETY
- AMERICAN WATER WORKS ASSOCIATION
- ASSOCIATION FORUM
- AVID CENTER
- BREWERS ASSOCIATION
- CABI PROGRESS IN PLANNING

CLIENT APPOINTMENTS—CONTD

- CONFERENCE DIRECT FOR CONSORTIUM OF MULTIPLE SCLEROSIS CENTERS
- ESRI - ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE
- THE GENETIC SOCIETY
- GES
- HEART RHYTHM SOCIETY
- HIMSS
- HMP - HEALTH MADE PRACTICAL
- INFECTIOUS DISEASES SOCIETY OF AMERICA
- INFORMA/US GREENBUILD
- INSTITUTE FOR SCRAP RECYCLING INDUSTRIES
- INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
- INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFIT PLANS
- JACK HENRY & ASSOCIATES
- MARITZ
- MCKESSON CORPORATION
- NATIONAL CATTLEMEN'S BEEF ASSOCIATION
- NATIONAL INDIAN GAMING ASSOCIATION
- THE OPTICAL SOCIETY
- OUTREACH CORPORATION|PRESTIGE GLOBAL MEETING SERVICES
- PSAV
- SAN DIEGO COMIC-CON, INC.
- SERVPRO INDUSTRIES INC.
- SMITHBUCKLIN
- SOCIETY FOR NEUROSCIENCE
- SOCIETY OF TOXICOLOGY
- SOCIETY OF VASCULAR SURGERY
- SPIE
- THE UNITED ASSOCIATION OF JOURNEYMEN AND APPRENTICES OF THE PLUMBING AND PIPE FITTING INDUSTRY OF THE UNITED STATES & CANADA/CONVENTION SERVICES UNLIMITED (UA)

INDUSTRY APPOINTMENTS

- AMERICAN SOCIETY FOR HEMATOLOGY VIRTUAL ANNUAL MEETING
- ASSOCIATION FORUM HOLIDAY SHOWCASE VIRTUAL PREVIEW
- ASSOCIATION FOURM FUTURE OF ASSOCIATIONS
- ASSOCIATION OF MEETING PROFESSIONAL'S (AMPS)HOLIDAY EVENT
- CITYWIDE SALES STRATEGY SESSION
- CLIENT FOCUS GROUP: CS TOOL KIT
- CVBREPS MONTHLY MEETING
- DELRAY AREA MEETING PROFESSIONALS OUTDOOR RECEPTION (IN-PERSON)
- DESTINATION REPS COMMITTEE MEETING
- DESTINATION REPS COMMUNITY SERVICE EVENT @ GREATER CHICAGO FOOD DEPOSITORY
- DESTINATION REPS MARKETING COMMITTEE MEETING
- DESTINATION REPS QUARTERLY MEMBERSHIP MEETING
- EVENT STRATEGISTS VIRTUAL HAPPY HOUR
- FROM REVENUE TO PROFIT: CAN YOU MAKE THE SHIFT? WEBINAR
- THE FUTURE OF ASSOCIATION IN-PERSON MEETINGS WEBINAR
- IAVM TOWN HALL MEETING
- INDUSTRY BOOK CLUB
- THE NATIONAL TRAVEL INDUSTRY PERSPECTIVE FOR SAN DIEGO TOURISM AUTHORITY MEMBERS WEBINAR
- PANDEMIC COMPLIANCE ADVISORY COURSE FOR MEETING PROFESSIONALS
- PCMA - U - NIGHT - A TRIBUTE TO THE ACHIEVEMENTS OF OUR COMMUNITY, MEMBERS AND VOLUNTEERS
- PCMA CAPITAL CHAPTER ANNUAL AWARDS NIGHT
- PCMA COMMUNICATIONS COMMITTEE MEETING
- PCMA COMPASS TUTORIAL
- PCMA CONVENEE INTERVIEW
- PCMA VIRTUAL HOLIDAY MIXER
- SAN DIEGO CITYWIDE STRATEGY MEETING- VIRTUAL
- SAN DIEGO PARTNERSHIP MEETING ON HOMELESSNESS
- SAN DIEGO TOURISM AUTHORITY VIRTUAL CLIENT EVENT
- VIRTUAL CLIENT EVENT: ESCAPE BOARD-OM WITH SAN DIEGO