

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

**Director Elvin Lai, Chair
Director Allan Farwell
Director Jeff Gattas**

**TUESDAY, OCTOBER 27, 2020, 11:00 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: Elvin Lai, 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 September 22, 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.

MINUTES

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

COMMITTEE MEETING OF SEPTEMBER 22, 2020

BOARD MEMBERS PRESENT: Chair Elvin Lai and Director Allan Farwell

BOARD MEMBERS ABSENT: Director Jeff Gattas

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

ALSO PRESENT: Julie Coker, SDTA President & CEO

1. **Call to Order:** Chair Elvin Lai called the meeting to order at 11:04 a.m. at 111 West Harbor Drive, San Diego, California. Chair Lai noted that all Committee members were present except Director Gattas. 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 July 29, 2020 Budget Committee Meeting:**

Directors Farwell and Lai moved and seconded, respectively to approve the minutes from the July 29, 2020 meeting.

Director Lai -Aye
Director Farwell – Aye
Director Gattas – Absent

Vote: Unanimous

AYES: 2

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 August 2020: -1- (compared to 7 in 2019) and 2 total events (compared to 18 in FY 2020).
 - August Attendees: - 1,500 (compared to 2,227 in August, 2019) and total attendees of 5,000 (compared to 28,502 in 2019)
 - August Room Nights: -0- (compared to 1,840 in 2019) and total room nights of -0- (compared to 4,560 in 2019)
 - Monthly Rental Revenue: \$ 21,800 (compared to \$128,650 in 2019)
 - Year-to-Date Revenue: \$30,000 (compared to \$356,437 in 2019)
 - Staff is moving booked business in the first quarter to dates later in 2021. Short term events have a little more flexibility in terms of alternate date choices because they are smaller in nature. Staff is also trying not to book smaller events over dates that may impact the booking of larger events. The goal is to keep groups from cancelling their events in the first quarter. Additional guidance is needed from State and County officials regarding re-opening guidelines. Staff is keeping clients abreast of any re-opening developments.
 - Three consumer events in January and February are attempting to move to dates later in the year.
 - The short term sales team now consists of one sales manager (down from four managers and one support staff member). As business returns and the need arises, additional staff may be added back to the team.
 - Clients have inquired about the following items:
 - ✓ How will "social distancing" be enacted;
 - ✓ What will room capacity look like (percentage of capacity allowed in meeting rooms);
 - ✓ How are exhibit hall aisles going to be laid out;
 - ✓ What kind of signage is the Center going to provide;
 - ✓ What will client's be responsible for in terms of signage; and
 - ✓ What will the Center be providing in terms of mandating and enforcing masks, temperature checks and any other protocols that the client may deem necessary.
 - SDCCC's responsibility will be to follow dictates issued by the State and County regarding venue safety. Staff will working closely with clients to ensure enforcement of safety parameters they desire.
 - Clients are still struggling with whether their attendees are going to be comfortable coming to events. They are attempting to gage what percentage of attendees are still willing to attend in-person events.
 - Meetings will be smaller once they resume and the smaller events will also impact food and beverage commitments and revenues.
 - The Committee also discussed how social distancing will impact the use of space on the convention floor.

- Long-Term Sales Report: Ms. Coker reported the following:
 - Sales Activity Report –August 2020 - Ms. Coker reported that long-term sales has booked 2 conventions (vs. 3 for this period last year) and 12,080 room nights (vs. 23,730 for this period last year). A total of 72,348 room nights have been booked this year compared to 23,730 this time last year.
 - August Attendance: 6,700 (vs. 10,900 in 2019). Total attendance this year is 36,700 compared to 10,900 last year.
 - Ms. Coker's staff is coordinating a meeting between SDTA, SDCCC and headquarter hotel representatives to start reviewing business in January and February of next year. They will also focus on clients who have events booked in May and June because those clients will have to make decisions soon about proceeding with their events and clients who have events booked later in the year need to decide if they will be hosting in-person events.
 - Sales managers are keeping in close contact with customers and customers are asking questions regarding the status of re-opening in California. Since other destinations are re-opening, customers now have to consider whether to stay in San Diego, host a virtual event, or seek an alternate destination.
 - For the future, most clients are concerned about signing agreements until they know more about what the future of their show looks like.
 - There has been a lot of communication with clients but not a lot of movement in terms of booking events.
 - SDTA hosted a client Town Hall in August and received good feedback. Staff hopes to conduct another Town Hall event in September or October with more news regarding an opening date.
 - SDTA has met with a consultant regarding formulating a city-wide sales strategy.
 - SDTA is attempting to provide customers with tools they need to conduct virtual meetings and they are working with advocacy groups to get a definitive date from the Governor's office regarding re-opening.
 - In response to Chair Lai's inquiry, Ms. Coker noted that even though 2026 looks down at the moment, it has lot of potential for opportunities.
 - In response to Chair Lai's question about client concerns, Ms. Coker noted that client association executives and Boards are becoming more involved in decisions that used to be the purview of meeting planners. It is also imperative that client's receive clarity regarding an opening date for the center.
 - Ms. Mikschl reported that the SDCCC Convention Services function will be transferred to SDTA as of next week.

7. **Staff Updates**: Mr. Rippetoe noted the challenge of the pandemic has caused staff to look at thing differently. Staff are not changing their goals or purpose, they are just changing the methods of obtaining achievements.

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

There being no further business, the meeting adjourned at 11:49 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 September 22, 2020.

Elvin Lai, Chair



CONTACT: Andy Mikschl, *Chief Sales & Revenue Officer, 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 SEPTEMBER 2020	FY20 SEPTEMBER 2019	CUMULATIVE FYTD 2021	CUMULATIVE FYTD 2020
	EVENTS	3	7	5	25
	ATTENDANCE	2,750	12,480	7,750	40,982
	ROOM NIGHTS	509	770	509	5,330
	RENTAL REVENUE	\$55,304	\$129,725	\$85,304	\$486,162

FY21 PERCENT TO GOAL

Convention Center Rental Revenue

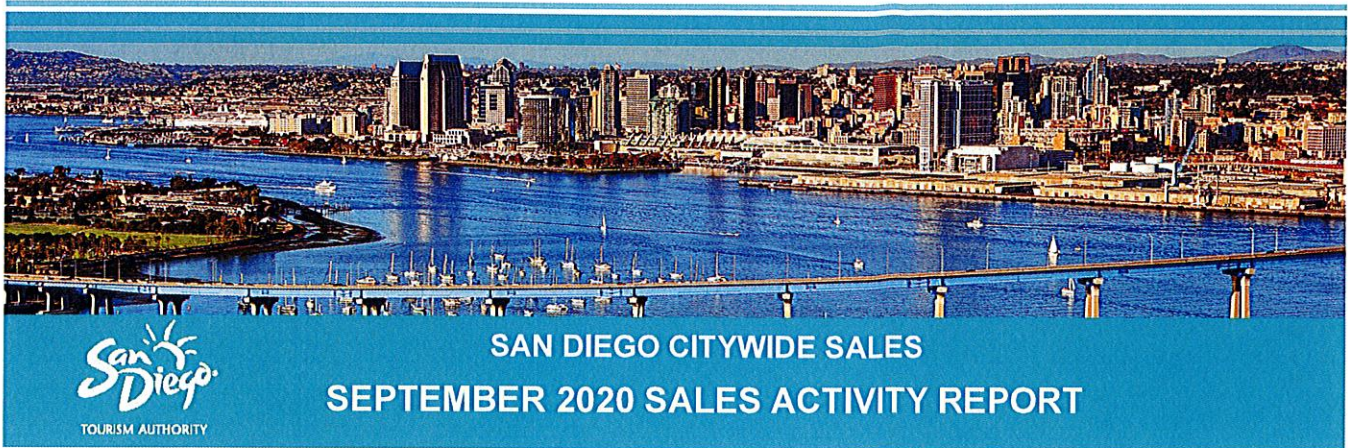
	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$85,304	3.2%

CONTRACTED SHORT TERM EVENTS SEPT 2020

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
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
TOTAL		2,750	365	509	\$55,304

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
TOTAL		7,750		509	\$85,304



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	FY2021 SEPTEMBER 2020	FY2020 SEPTEMBER 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	0	1	4	4
	ATTENDANCE	0	3,500	36,700	14,400
	ROOM NIGHTS	0	8,650	72,348	32,380

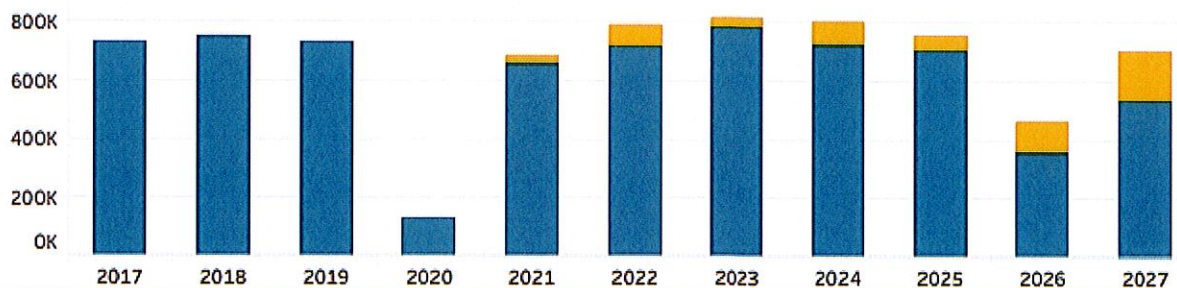
TENTATIVE	FUTURE YR BOOKINGS	FY2021 SEPTEMBER 2020	FY2020 SEPTEMBER 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	9	9	11	26
	ATTENDANCE	40,300	37,400	53,000	142,250
	ROOM NIGHTS	90,754	72,106	113,964	321,877

FY21 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

CUMULATIVE FY2021			
FY21 TOTAL ROOM NIGHTS		72,348	

ROOM NIGHT SUMMARY

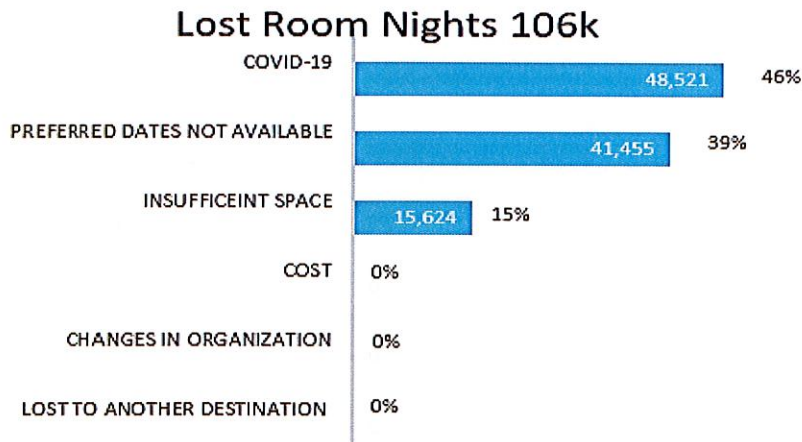
Figures based on calendar year.



Tentative Room Nights					24K	67K	27K	75K	50K	99K	165K
Definite Room Nights	728K	746K	732K	128K	662K	723K	784K	725K	708K	364K	538K
Definite Conventions	43	43	57	15	47	51	44	36	27	20	22

BREAKDOWN OF LOST BUSINESS

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



SITE INSPECTIONS—VIRTUAL

- SERVPRO INDUSTRIES INC.

CLIENT APPOINTMENTS

- AFCEA INTERNATIONAL
- AMERICAN ACADEMY OF DERMATOLOGY
- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN ASSOCIATION CANCER RESEARCH
- AMERICAN ASSOCIATION OF CRITICAL-CARE NURSES
- AMERICAN ASSOCIATION OF MEDICAL COLLEGES
- AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES
- AMERICAN DIABETES ASSOCIATION
- AMERICAN FARM BUREAU FEDERATION
- AMERICAN INSTITUTE OF ARCHITECTS
- AMERICAN OCCUPATIONAL THERAPY ASSOCIATION, INC.
- AMERICAN PSYCHOLOGICAL ASSOCIATION
- AMERICAN SOCIETY FOR CELL BIOLOGY
- AMERICAN SOCIETY FOR METABOLIC AND BARIATRIC SURGERY
- AMERICAN SOCIETY OF ANESTHESIOLOGISTS
- AMERICAN SOCIETY OF COLON & RECTAL SURGEONS

CLIENT APPOINTMENTS

- AMERICAN THORACIC SOCIETY
- AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION
- AMERICAN WATER WORKS ASSOCIATION
- ASSOCIATION FOR SCHOOL SUPERINTENDENTS
- ASSOCIATION FORUM
- AVID LEARNING INSTITUTE
- BREWERS ASSOCIATION
- CABI
- CONSORTIUM OF MULTIPLE SCLEROSIS CENTERS
- ENDOCRINE SOCIETY
- ENTERPRISE EVENTS GROUP
- ENVIRONMENTAL RESEARCH SYSTEMS INSTITUTE
- GEORGE P. JOHNSON
- HEART RHYTHM SOCIETY
- INTERNATIONAL FRANCHISE ASSOCIATION
- INTERNATIONAL INSTITUTE OF AMMONIA REFRIGERATION/ SMITHBUCKLIN
- IPC-ASSOCIATION CONNECTING ELECTRONICS INDUSTRIES
- IRRIGATION ASSOCIATION
- JACK HENRY
- MORTGAGE BANKERS ASSOCIATION
- NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS/ CONFERENCEDIRECT

CLIENT APPOINTMENTS

- NATIONAL ASSOCIATION OF REALTORS
- NATIONAL INDIAN GAMING ASSOCIATION
- NATURAL RURAL ELECTRIC CORPORATION ASSOCIATION
- PCMA
- SMITHBUCKLIN
- SOCIETY FOR LABORATORY AUTOMATION & SCREENING
- SOCIETY FOR VASCULAR SURGERY
- SOCIETY OF NEUROSCIENCE
- SOCIETY OF THORACIC SURGEONS
- SOCIETY OF VASCULAR SURGEONS
- SPARGO, INC
- 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

- 2020 VIRTUAL LUNCH & LEARN: SOCIAL SELLING TACTICS IN THE NOW
NORMAL
- CALTRAVEL BOARD MEETING
- CVBREPS 4TH QUARTER OFFICIAL MEETING
- DESTINATION REPS CONFERENCE CALL
- DESTINATION REPS MARKETING COMMITTEE
- EVENT STRATEGISTS HAPPY HOUR
- IAEE VIRTUAL LUNCH & LEARN
- INTERNATIONAL ASSOCIATION OF VENUE MANAGERS TOWN HALL
- NATIONAL BLACKS IN TRAVEL AND TOURISM COLLABORATIVE
DOLLARS AND SENSE WEBINAR SERIES
- NATIONAL SPEAKERS ASSOCIATION'S WEBINAR
- NATIONAL BLACKS IN TRAVEL & TOURISM WEBINAR
- PCMA BLM TASK FORCE MTG
- PCMA BOARD MEETING PREP
- PCMA CHAIR ELECT MEETING
- PCMA EXEC FINANCE COMMITTEE
- PCMA FOUNDATION EXECUTIVE COMMITTEE STRATEGY MEETING
- PCMA GMC WEBINAR
- PCMA RECOVERY LAUNCH
- PCMA WEBINAR
- PCMA: COMMUNICATIONS COMMITTEE MEETING
- US TRAVEL-INDIANAPOLIS CASE STUDY