

**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, September 22, 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 July 29, 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 JULY 29, 2020

BOARD MEMBERS PRESENT: Chair Elvin Lai and Director and Director Jeff Gattas

BOARD MEMBERS ABSENT: Director Allan Farwell

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 3:07 p.m. at 111 West Harbor Drive, San Diego, California. Chair Lai noted that all Committee members were present except Director Farwell. 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 January 28, 2020 Budget Committee Meeting:**

Directors Gattas and Lai moved and seconded, respectively to approve the minutes from the January 28, 2020 meeting.

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

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

4. **Chair's Report:** Chair Lai noted that everyone in the industry is consumed by the impact of the COVID pandemic, so his goal is to grant a respite and not talk about COVID this month.

5. **Action Item(s):** Chair Lai requested public comment regarding any of the agenda items. Hearing none, presentations regarding the items commenced.

A. Recommendation to Authorize Acceptance of San Diego Tourism Authority “Program of Work”

Directors Lai and Gattas moved and seconded, respectively, to recommend Acceptance of San Diego Tourism Authority “Program of Work”

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

Vote: Unanimous

AYES: 2 NAYS: 0 ABSTENTIONS: 0

B. Recommendation to Authorize Approval of Additional Funding for San Diego Tourism Authority (SDTA) Long-term Sales and Marketing Services for Fiscal Year 2021 Budget

After discussion, the Committee added the caveat that they will review the payment amount if the Center opening is delayed past the anticipated December reopening date.

Directors Gattas and Lai moved and seconded, respectively, to recommend Approval of Additional Funding for San Diego Tourism Authority (SDTA) Long-term Sales and Marketing Services for Fiscal Year 2021 Budget with the revision set forth hereinabove.

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

Vote: Unanimous

AYES: 2 NAYS: 0 ABSTENTIONS: 0

6. **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 June, 2020: -0- (compared to 8 in 2019) and 70 total events (compared to 105 in 2019).

- June Attendees: -0- (compared to 12,590 in June, 2019) and total attendees of 157,209 (compared to 339,195 in 2019)
- June Room Nights: -0- (compared to 5,430 in 2019) and total room nights of 25,519 (compared to 36,646 in 2019)
- Monthly Rental Revenue: \$ -0- (compared to \$269,325 in 2019)
- Year-to-Date Revenue: \$1,827,432. This figure represents 69% of the \$2,600,000 goal. The Sales Team was on track to meet their goal prior to the advent of the pandemic. The Sales Team did not reach their annual goal due to COVID restrictions.
- There is potential for stronger activity with local events that don't require travel. The Team will continue to focus on booking short-term business and they will also continue to focus on the potential profitability of events prior to booking.

- Long-Term Sales Report: Ms. Coker reported the following:
 - Sales Activity Report –June, 2020 - Ms. Coker reported that long-term sales has booked 11 conventions (vs. 19 for this period last year) and 263,304 room nights (vs. 740,176 for this period last year). A total of 608,316 room nights have been booked this year compared to 1,126,795 this time last year (68% of the goal). Covid restrictions, again, impacted the ability to reach the goals.
 - June Attendance: 229,150 (vs. 626,600 in 2019). Total attendance this year is 409,850 compared to 935,875 last year.
 - American Thoracic has signed a three year deal for 2030, 2033 and 2036.
 - Comic-Con has signed for 2025.
 - SDTA has determined that 41% of lost business has been turned away due to lack of space and/or preferred dates. This statistic speaks to the importance of completing the expansion of the Center.
 - Calendar years 2022 – 2025 have strong definite room nights booked. Staff is continuing to focus on filling dates with good pieces of business in calendars 2026 and 2027.
 - Several clients appointments were conducted via conference call – the team is still engaging with customers.
 - The first quarter of calendar year 2021 is not strong due to potential cancellations in January and February. Staff is assessing the viability of events booked for later in the year and will update the Committee.

7. **Staff Updates:** Mr. Rippetoe reported that until the surge is more under control and there is more advancement on the immunity/vaccine front, we will be unable to clearly determine long-term impacts. Until SDCC knows there is no possibility of holding business, SDCC is going to hold clients responsible for liquidated damages with events. At this point events that cancel after December are being informed they are responsible for liquidated damages.

SDCC is considering a settlement approach; however, this issue requires further staff evaluation.

The Committee also discussed how competitive set destinations are impacted by/benefitting from California's inability to host meetings at this time. Mr. Rippetoe also noted that hotels are also negatively impacted by the restrictions placed on mass gatherings.

Staff has been very active on social meeting notifying clients about SDCCC receiving the Global Bio-Risk Advisory Council's (GBAC) Star Certification. The Certification distinguishes SDCC as a center that practices infection control versus cleaning and disinfecting and a center that is taking a proactive approach in providing a safe space. SDCC will continue to emphasize that we wish to have safe "controlled" gatherings versus "mass" gatherings.

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

There being no further business, the meeting adjourned at 3:55 p.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 July 29, 2020.

Elvin Lai, Chair



CONTACT: Andy Mikschl, *Chief Sales & Revenue Officer, San Diego Convention Center*
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 619.525.5282

SHORT TERM BOOKING ACTIVITY

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

DEFINITE		FY21 AUGUST 2020	FY20 AUGUST 2019	CUMULATIVE FYTD 2021	CUMULATIVE FYTD 2020
	EVENTS	1	7	2	18
	ATTENDANCE	1,500	2,227	5,000	28,502
	ROOM NIGHTS	0	1,840	0	4,560
	RENTAL REVENUE	\$21,800	\$128,650	\$30,000	\$356,437

FY21 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$30,000	1.15%

CONTRACTED SHORT TERM EVENTS AUG 2020

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Epic Series Obstacle Challenge	11/21/21	1,500	0	0	\$21,800
TOTAL		1,500	0	0	\$21,800

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
TOTAL		5,000	0	0	\$30,000



PRIMARY MARKET

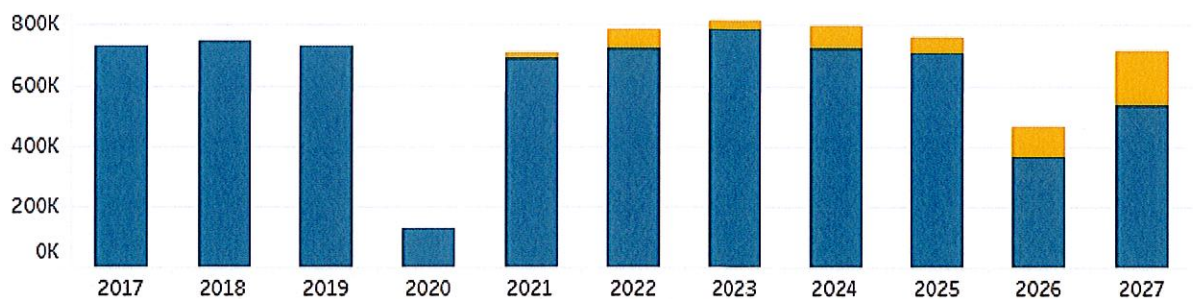
Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	FY2021 AUGUST 2020	FY2020 AUGUST 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	2	3	4	3
	ATTENDANCE	6,700	10,900	36,700	10,900
	ROOM NIGHTS	12,080	23,730	72,348	23,730

TENTATIVE	FUTURE YR BOOKINGS	FY2020 AUGUST 2020	FY2020 AUGUST 2019	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	1	7	3	17
	ATTENDANCE	6,000	33,300	12,700	104,850
	ROOM NIGHTS	11,130	82,230	23,210	249,771

ROOM NIGHT SUMMARY

Figures based on calendar year.



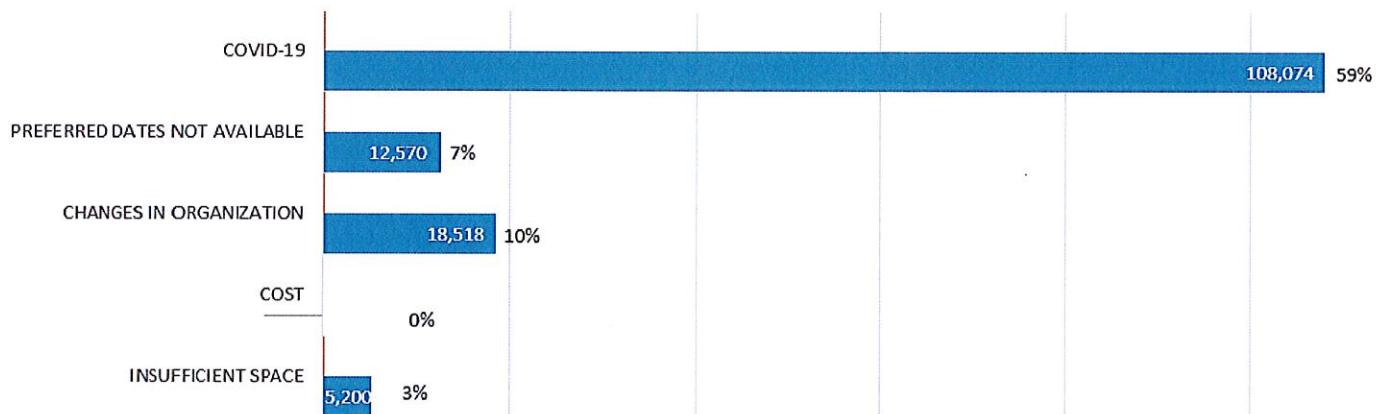
Tentative Room Nights					19K	61K	27K	69K	50K	101K	176K
Definite Room Nights	728K	746K	732K	128K	669K	723K	784K	725K	708K	364K	538K
Definite Conventions	43	43	57	15	49	51	44	36	27	20	22

DEFINITE EVENTS BREAKDOWN*Conventions, Trade Shows, Corporate & Incentive Events, August 2020*

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
Jamf Software, LLC	9/21/2022	9/29/2022	1,250	3,500	4,460
Sonic / BCD M&E	9/10/2023	9/14/2023	1,900	3,200	7,620
Total			3,150	6,700	12,080

BREAKDOWN OF LOST BUSINESS*Conventions, Trade Shows, Corporate & Incentive Events, AUGUST 2020*

Lost Room Nights 108k

**SITE INSPECTIONS—VIRTUAL**

- AMERICAN BAR ASSOCIATION
- AMERICAN WATER WORKS ASSOCIATION
- TRANSPLANT GAMES

CLIENT APPOINTMENTS

- ACADEMY OF MANAGED CARE PHARMACY
- ADVANCED AUTO PARTS
- ALZHEIMER'S ASSOCIATION
- AMERICAN ACADEMY OF ALLERGY ASTHMA & IMMUNOLOGY
- AMERICAN ACADEMY OF AUDIOLOGY
- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN BAR ASSOCIATION
- AMERICAN HEART ASSOCIATION
- AMERICAN INSTITUTE OF ARCHITECTS

CLIENT APPOINTMENTS

- AMERICAN OSTEOPATHIC ASSOCIATION
- AMERICAN PSYCHIATRIC ASSOCIATION
- AMERICAN SOCIETY OF COLON & RECTAL SURGEONS
- AMERICAN SOCIETY OF HEMATOLOGY
- AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION
- AMERICAN WATER WORKS ASSOCIATION
- CABI
- GLOBAL BUSINESS TRAVEL ASSOCIATION
- GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA
- ICBA
- INSTITUTE OF SCRAP RECYCLING INDUSTRIES. INC.
- IRRIGATION ASSOCIATION
- MCKESSON CORPORATION
- NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS
- NATIONAL ASSOCIATION OF CHAIN DRUG STORES
- NATIONAL ASSOCIATION OF REALTORS
- NATIONAL INDIAN GAMING ASSOCIATION
- NATIONAL SCHOOL BOARDS ASSOCIATION
- NATURAL RURAL ELECTRIC CORPORATION ASSOCIATION
- SOCIETY FOR CARDIOVASCULAR MAGNETIC RESONANCE
- TALENT DEVELOPMENT ASSOCIATION

INDUSTRY APPOINTMENTS

- ASSOCIATION FORUM PARTNERS MEETING
- ASSOCIATION FORUM WEBINAR
- CVBREPS MEETING
- DESTINATION REPS COFFEE CHAT
- DESTINATION REPS MARKETING COMMITTEE MEETING
- DESTINATION REPS MARKETING MEETING
- EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS WEBINAR
- EVENT STRATEGISTS HAPPY HOUR
- HILTON HOTELS UPDATES WITH NATIONAL SALES OFFICES
- HILTON NSO UPDATE VIA DESTINATION REPS
- INTERNATIONAL ASSOCIATION OF VENUE MANAGERS (IAVM)
TOWN HALL
- M&IW SUMMIT
- PCMA BLM TASK FORCE MTG
- PCMA FOUNDATION FINANCE COMMITTEE MEETING
- PCMA FOUNDATION SPONSORSHIP DISCUSSION
- PCMA WEBINAR
- PCMA-SHERRIF KARAMAT DINNER
- SAN DIEGO TOWN HALL MEETING- Q3 & Q4
- US TRAVEL ASSOCIATION