

**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, MARCH 23, 2021, 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: 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 January 26, 2021 Sales & Marketing Committee Meeting

4. Chair Report

5. Discussion Item(s):

A. Discussion re: Terms of Program of Work

6. Sales & Marketing Updates:

- **Short-Term Sales Update** – Andy Mikschl
- **Long-Term Sales Update:** - Julie Coker
 - Update from Christine “Shimo” Shimasaki regarding the San Diego Tourism Authority’s Sales Strategy Recommendations

7. Staff Updates:

- **Client Communications:** Rip Rippetoe

8. 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 JANUARY 26, 2021

BOARD MEMBERS PRESENT: Chair Jeff Gattas and Director Jaymie Bradford

BOARD MEMBERS ABSENT: Director Carlos Cota

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

ALSO PRESENT: Julie Coker, SDTA President & CEO

1. **Call to Order:** Chair Jeff Gattas called the meeting to order at 9:30 a.m. at 111 West Harbor Drive, San Diego, California. Chair Gattas announced that since this meeting is being conducted via teleconference, the first action is to perform a roll-call to determine which Board members are present on this call:

Director Gattas – Present

Director Cota – Absent

Director Bradford - Present

Chair Gattas further noted that all votes will be recorded via roll-call vote.

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

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

Directors Bradford and Gattas moved and seconded, respectively, to approve the minutes from the October 27, 2020 meeting.

Director Gattas – Aye

Director Cota - Absent

Director Bradford – Aye

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

4. **Chair's Report:** Chair Gattas welcomed the Committee members for the new year.

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 December 2020: - 3 (compared to 10 in 2019) and 11 total events (compared to 50 in FY 2020).
- December Attendees: - 20,500 (compared to 22,785 in December, 2019) and total attendees of 39,950 (compared to 79,102 in 2019)
- December Room Nights: 440 (compared to 5,542 in 2019) and total room nights of 949 (compared to 13,900 in 2019)
- Monthly Rental Revenue: \$96,031 (compared to \$289,725 in 2019) and total rental revenue is \$240,215 compared to \$1,008,087 last year.
- Staff is focusing on repositioning events in the first two quarters for later in the calendar year without impacting placement of larger events.
- A new event "Meet the Breeds" has been booked for August. If the Center is open in August, this event should draw good local and national attention.
- The strategy for the short-term team is to be more targeted in the type of business booked and ensure there is a level of profitability for the building. The team will balance profitability against allowing local community access to the building.
- **Long-Term Sales Report:** Ms. Coker reported the following:
 - Sales Activity Report –December 2020 - Ms. Coker reported that long-term sales has booked 2 conventions (vs. 3 for this period last year) and 9 total conventions year-to-date. Staff have booked 12,161 room nights for December (vs. 33,632 for this period last year). A total of 123,599 room nights have been booked this year compared to 152,633 this time last year.
 - December Attendance: 5,700 (vs. 20,200 in 2019). Total attendance this year is 123,599 compared to 152,633 last year.
 - The long-term sales team is also focusing on shifting the first six months of 2021 groups to later dates.
 - The roll-out of the vaccine is also being watched by clients as it impacts the ability of their attendees to travel.
 - There has been no direction from Sacramento regarding reopening of hotels or the Center nor have reopening plans been approved.
 - The sales teams are working with clients to delay their decisions for as long as possible regarding moving forward with their events.

- SDTA has been in contact with customers and there is a hotel update meeting regarding hotel room blocks scheduled. SDTA will share the information with hotel community. The vaccination question comes into play again because event managers have to determine when their clients feel safe, based on herd immunity, to travel again.
- U.S. Travel is working on a campaign that will be labeled “Let’s Go There.” Local staff would like to adopt a variation of this theme, “Let’s Meet There.” The campaign will apply to future years. The campaign will begin after restrictions from Sacramento are lifted.
- A customer virtual event was held with fifteen clients. The event feedback was positive.
- Convention and Citywide staff attended the annual PCMA conference this year. Angie Ranalli was able to meet in person with 80 top clients at the PCMA hub in Las Vegas. Ms. Ranalli has been appointed the incoming Chair of the PCMA Foundation. Her appointment will be excellent exposure for the local market.
- The last Citywide sales strategy meeting will be held this Thursday. This wrap-up session will determine what deliverables will look like, headquarter strategy sessions and establishing room night goals.
- Director Bradford asked if there has been a response from the Governor’s office regarding releasing reopening guidelines. Mr. Rippetoe responded that CalTravel is continuing to work the CalBiz Department. Mr. Rippetoe has reached out, on behalf of all venues, and had discussions with Senator Atkins and Assembly Member Ward and he has made inroads to have conversations with some of the Governor’s senior advisors to discuss what reopening means and how the guidelines could work. Mr. Rippetoe also discussed the possibility of the Center becoming a vaccination center. The efforts to get meetings with the Governor’s staff have been put on the back burner because of the Governor’s is focusing on the vaccination roll-out.
- The Committee discussed the attendance outlook for future meetings. Future meeting will initially likely be hybrid meetings or will, at the least, have substantially reduced attendance. The Committee also discussed the impact other venue openings will have on the long-term event losses at SDCCC. Although some venues can offer discounts to clients to attract business, SDCCC’s long-term connections with clients should offset some of those losses. SDCCC will likely suffer short-term losses, but over the long-term, if SDCCC is able to open soon, SDCC’s long-term business shouldn’t be negatively impacted. Ms. Coker also noted that event Boards are taking a more aggressive stance with regards to revenue deals (i.e. discounts) that may impact their decision-making in choosing destinations in the future. Due to age and attrition, some event planners are retiring and new event planners may not necessarily have the loyalty to the San Diego destination. The San Diego destination needs to be mindful of the ramifications of factors that are out of our control. Mr. Mikschl also noted that even if an event should leave, there is a strong possibility that they will return

- because attendees prefer our location. SDCCC has had events that left because of financial incentives but ended up returning within a few years.
- The Committee also discussed when hotels will be reopened for meetings. California is still not allowing meetings of any type at this time.
 - The Committee also discussed how other venues that have opened are faring with attendance. The consensus is that attendance at events in open venues is much smaller but clients are excited about being able to attend. There is still some caution on behalf of companies about the liability associated with sending employees to meetings.

6. Staff Updates:

- Mr. Rippetoe reported that IAVM has elected to join a new alliance, The Exhibitions and Conferences Alliance and he will likely be the appointed IAVM representative. This permanent industry entity will take responsibility for education and advocacy of local, state and federal officials. Entities joining the new alliance include IAVM, The Center for Exhibition Research, Destinations International, The Exhibitor Appointed Contractors Assoc., Exhibitor, Designer and Producers Assoc., Exhibitor Services and Contractors Assoc., IAEE, The Society of Independent Show Organizers and “Go Live Together Initiative.” The goal is to combine all of these entities so they can relay the same message on behalf of the industry.

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

There being no further business, the meeting adjourned at 10:12 a.m.

CERTIFICATION

I, Jeff Gattas, 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 January 26, 2021.

Jeff Gattas, Chair



CONTACT: Andy Mikschl, *Executive Vice President, Sales, San Diego Convention Center*
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 619.525.5282

SHORT TERM BOOKING ACTIVITY

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

	FY21 FEBRUARY 2021	FY20 FEBRUARY 2020	CUMULATIVE FYTD 2021	CUMULATIVE FYTD 2020
DEFINITE	EVENTS	2	15	67
	ATTENDANCE	208	55,158	123,209
	ROOM NIGHTS	0	1,429	22,840
	RENTAL REVENUE	\$4,400	\$367,865	\$1,547,642

FY21 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$367,865	14.2%

CONTRACTED SHORT TERM EVENTS FEB 2021

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Lifeproof Photo Shoot	02/09/21	8	0	0	\$800
Career Compass 2021	05/12/22	200	0	0	\$3,600
TOTAL		208	0	0	\$4,400

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
Sharp All Staff Assembly 2022	03/25/22	14,000	0	0	\$76,250
IEEE/2022 Women In Engineering Conference	06/05/22	1,000	163	480	\$47,000
Summerjax + Lifeproof Photo Shoot	02/09/21	8	0	0	\$800
Career Compass Real Estate Success Training	05/12/22	200	0	0	\$3,600
TOTAL		55,158		1,429	\$867,865



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	FEBRUARY 2021	FEBRUARY 2020	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	0	0	2	10
ATTENDANCE	0	0	23,000	62,000	153,100
ROOM NIGHTS	0	0	55,240	125,300	309,436

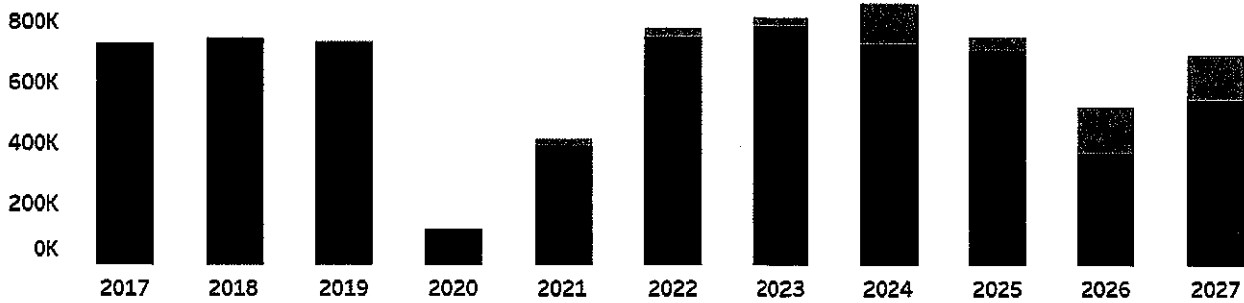
TENTATIVE	FUTURE YR BOOKINGS	FEBRUARY 2021	FEBRUARY 2020	CUMULATIVE FY2021	CUMULATIVE FY2020
	BOOKINGS	6	6	8	39
ATTENDANCE	44,781	44,781	32,100	263,981	900,203
ROOM NIGHTS	54,353	54,353	61,797	479,162	1,203,002

FY21 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

CUMULATIVE FY2021	
FY21 TOTAL ROOM NIGHTS	125,300

ROOM NIGHT SUMMARY

Figures based on calendar year.

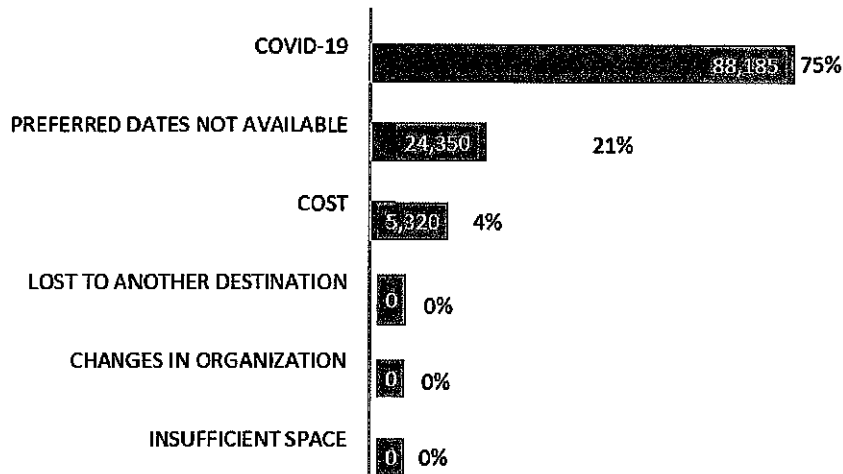


Tentative Room Nights					23K	28K	32K	131K	46K	153K	146K
Definite Room Nights	728K	746K	732K	120K	392K	752K	784K	731K	708K	371K	549K
Definite Conventions	43	43	57	14	31	54	44	37	27	21	23

BREAKDOWN OF LOST BUSINESS

Conventions, Trade Shows, Corporate & Incentive Events, FEBRUARY 2021

Lost Room Nights 118k



SITE INSPECTIONS

- DIGITAL SOLUTIONS COOPERATIVE—F2F
- TRANSPLANT GAMES—F2F
- MEDICAL GROUP MANAGEMENT ASSOCIATION—VIRTUAL

CLIENT APPOINTMENTS

- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN ASSOCIATION CRITICAL CARE NURSES
- AMERICAN CHEMICAL SOCIETY
- AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES
- AMERICAN EDUCATIONAL RESEARCH ASSOCIATION
- AMERICAN GEOPHYSICAL UNION
- AMERICAN PSYCHOLOGICAL ASSOCIATION

- BUFFINI & COMPANY

CLIENT APPOINTMENTS—CONTD

- CALIFORNIA PARK & RECREATION SOCIETY
- CETERA FINANCIAL GROUP/MARITZ
- CONFERENCE DIRECT
- DEBBY TUCKER AND ASSOCIATES
- DIGESTIVE DISEASE WEEK
- EQUINIX (MARITZ)
- ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE ESRI
- GES
- GREENBUILD/INFORMA
- HEART RHYTHM SOCIETY
- INFECTIOUS DISEASES SOCIETY OF AMERICA
- INTERNATIONAL ASSOCIATION FOR DENTAL RESEARCH

- AMERICAN SOCIETY FOR QUALITY
- AMERICAN SOCIETY FOR RADIATION ONCOLOGY
- AMERICAN SOCIETY OF ANESTHESIOLOGISTS
- AMERICAN SOCIETY OF MICROBIOLOGY
- AMERICAN THORACIC SOCIETY
- AMERICAN WATER WORKS ASSOCIATION
- AVID CENTER

- LEADING AGE
- MARITZ
- MCKESSON CORPORATION
- MEDICAL GROUP MANAGEMENT ASSOCIATION (MGMA) -ACMPE

CLIENT APPOINTMENTS—CONTD

- MORTGAGE BANKERS ASSOCIATION

- MULTIMEDIA ANIMAL CARE LLC
- NACHA: THE ELECTRONIC PAYMENTS ASSOCIATION
- NATIONAL APARTMENT ASSOCIATION
- NEURAL INFORMATION PROCESSING SYSTEMS
FOUNDATION / HELMSBRISCOE
- ONPEAK
- PRA
- PRESTIGE ACCOMMODATIONS
- SAN DIEGO COMIC-CON
- SOCIETY FOR NEUROSCIENCE
- SOCIETY FOR VASCULAR SURGERY
- THE UNITED ASSOCIATION OF JOURNEYMEN AND
APPRENTICES OF THE PLUMBING AND PIPE FITTING
INDUSTRY OF
THE UNITED STATES & CANADA/CONVENTION SERVICES
UNLIMITED (UA)
- TRANSPLANT GAMES OF AMERICA

INDUSTRY APPOINTMENTS

- APEX WEBINAR
- CAL TRAVEL FORUM
- CVBREPS MEETING
- DESTINATION REPS MEETING
- GOLF COURSE SUPERINTENDENTS ASSOCIATION OF
AMERICA GIS VIRTUAL MEETING
- HOSPITALITY EVENT STRATEGISTS MEETING
- IAVM TOWN HALL MEETING
- PCMA COMMUNICATIONS SUB-COMMITTEE MEETING
- PCMA LUNCH AND LEARN
- PCMA MARKETING COMMITTEE MEETING
- PCMA MEETINGS
- PCMA MIX & QUIZ CLIENT EVENT
- US TRAVEL WEBINAR
- VISIT CALIFORNIA OUTLOOK VIRTUAL FORUM