

MINUTES

Tuesday, February 24, 2009
Crystal Ballroom, Handlery Hotel
6-8 p.m.

Present:

Co-chairs: Stephen Cushman, Cheryl Kendrick

Task Force Members: Richard Bartell, Susie Baumann, Charles Black, Gordon Boerner, Patrick Duffy, Pete Garcia, Diane Takvorian, Bob Nelson, Vincent Mudd, Mike McDowell, Fred Maas, Lani Lutar, Lorena Gonzalez

Absent:

Task Force Members: Bill Evans, Mark Steele

MCTF Staff Present: Cynthia Olmstead

1. **Call to Order:** Co-chair Kendrick
2. **Opening Remarks: Mayor Jerry Sanders**

Economic impact of an expansion would be a job generator and increase TOT tax revenues back into community.

Convention Center has made San Diego known as a top-tier destination.

Task Force members need to hear support and concerns alike when evaluating the need for an expansion.

Task recommendations from Mayor Sanders:

- Review convention and meeting industry and review the impact of not expanding Convention Center.
- Identify funding options for an expansion.
- Listen critically to public controversy in open meetings.
- Adhere to Brown Act in all meetings.

Mayor made a commitment to listen and act on either decision the Task Force makes. If the decision is to not expand, Mayor Sanders will not mention it again. If the decision is to expand, he will move forward and make sure it happens.

b. Opening Remarks: Co-chairs:

Co-chair Cushman addressed the following topics:

- Port's role in financing the original Convention Center and the first expansion.
- The biggest challenge will be paying for an expansion.
- Funding options need to be evaluated.

Co-chair Kendrick addressed the following topics:

- San Diego Convention Center Corp. board of directors decided that an expansion was needed to keep building on success.
- Convention Center is doing due diligence with the land behind the building so the possibility of expanding on land is not lost.
- Need to evaluate a variety of possible expansion sites.

c. Opening Remarks: Cynthia Olmstead, Facilitator

Ms. Olmstead addressed the following:

- Introduced Task Force to their binders, explained what information was included.
- Task Force roles and responsibility read aloud to members.
- Question arose on if members send a replacement to meetings if they are unable to attend. Outcome was that members may not send an alternate representative to meetings, as members were all selected by Mayor Sanders.

3. Presentations

a. Convention Center Economic Impact

- **Skip Hull, Vice President, CIC Research Inc.**

b. Convention Center history and downtown redevelopment

- **Jeff Graham, Assistant VP, Redevelopment, Center City Development Corporation (CCDC)**

Question arose regarding what is defined as "downtown" San Diego. Outcome was that "downtown" San Diego is defined as are that is defined by CCDC's boundaries.

c. Convention Center Success

- **Chris Cramer, Board Chair, San Diego Convention Center Corporation**
- **Carol Wallace, President and CEO, San Diego Convention Center Corporation**

4. Task Force member questions and requests

Task Force members submitted the following questions and requests:

- A copy of the PricewaterhouseCooper study referenced in the Convention Center Corporation presentation.
- A breakdown of who in our competitive landscape is currently expanding. Suggested adding a 3rd column to the competitive landscape slide, referencing who has expanded and what future expansions are in the works, including dates.
- A breakdown increase in employment numbers if there is an expansion.
- A list of lost conventions if Center does not expand and a list of conventions that could be gained if Center expands.
- Clarification on lost business slide and the reference to "outgrew convention center" statistic. A breakdown on what the "20% other" is on the lost business slide.
- A description of what the ideal convention space is? (Contiguous, square footage, etc.).
- A breakdown how much business would be lost if new building was not contiguous.
- Information on energy usage and projected usage of an expanded Center.
- Jeff Graham's presentation notes.
- A map of downtown, as defined by CCDC.
- A list of San Diego Convention Center's rental rates compared with competitive set.

5. Comments from the Audience: None

6. Brown Act: presentation by Catherine Bradley, Office of City Attorney

Adjournment: Co-chair Kendrick