



Special Board of Directors Meeting

Wednesday, June 5, 2024

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

Ad Hoc Compensation Committee Update

Stripe

Action Items

- 1. Approval of April 25, 2024 and May 1, 2024 Meeting Minutes** Stripe
Board members will review and consider for approval the minutes of the prior meetings.
- 2. Approval of Fiscal Year 2025 Budget** Sidoriak
Board members will discuss and consider for approval the budget for fiscal year 2025.
- 3. Approval of Ad Agency Contract** Sidoriak
Board members will discuss and consider approval of an ad agency contract for fiscal year 2025.
- 4. Approval of PR Agency Contract** Sidoriak
Board members will discuss and consider approval of a PR agency contract for fiscal year 2025.
- 5. Approval of Group Incentive Program Offer** Sidoriak
Board members will discuss and consider approval of the Group Incentive Program offer for fiscal year 2025.



6. Adjournment

Stripe

Future meeting date: July 25, 2024

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



Board of Directors Meeting Minutes

Meeting Details

Date: April 25, 2024

Time: 2:00 p.m. PT

Location: Visit Carlsbad Office: 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following six members in attendance in person.

Board Members in Person

Tim Stripe, Chair

Rob Stirling, Vice Chair

Michelle Zwirek, Secretary/Treasurer

Nicole Buczek, Member

Bryan Hart, Member

Yolanda Hartley, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Finance & Administration Manager, Visit Carlsbad

Dave Graham, City of Carlsbad

Matt Sanford, City of Carlsbad

Absences

Kurt Stocks, Member

Call to Order

Meeting called to order by Chair Stripe at 2:00 p.m.

Self-Introductions

Self-introductions were made by all in attendance.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

David Graham from the City of Carlsbad presented the City of Carlsbad's Economic Development Strategic Plan and Actions for fiscal year 2024-2025 and solicited input from the Board. Graham and Matt Sanford left the meeting after this presentation.

Sidoriak presented the quarterly (January – March 2024) CEO report which included destination performance (STR report) and an update on the 2022-2024 strategic plan.



Sidoriak then presented financial information for the first nine months of the fiscal year including the balance sheet, budget to actual revenues and expenses, Group Incentive Program update, and golf-related assessment summary.

Sidoriak presented a draft of the fiscal year 2025 strategies and tactics and indicated a special meeting will need to be held in May/early June to vote to adopt the FY25 Business Plan.

Action Items

1. Approval of January 25, 2024 and February 15, 2024 Meeting Minutes

Chair Stripe presented the January 25, 2024 board meeting minutes for approval.

Motion to approve the January 25, 2024 board meeting minutes was made by Zwirek; seconded by Stirling.

Vote: All in favor.

Motion passed.

Chair Stripe presented the February 15, 2024 special board meeting minutes for approval.

Motion to approve the February 15, 2024 special board meeting minutes was made by Zwirek; seconded by Hartley.

Vote:
In favor: Stirling, Zwirek, Buczek, Hart, Hartley
Abstain: Stripe

Motion passed.

2. Approval of the 2024/25 Annual Report

Sidoriak presented the Carlsbad Tourism Business Improvement District 2024/25 Annual Report to be submitted to the City of Carlsbad.

Motion to approve the 2024/25 Annual Report was made by Stirling; seconded by Hartley.

Vote: All in favor.

Motion passed.



3. Grant Application – National Multiple Sclerosis Society

Sidoriak presented a “Room Night Driving Event” grant application from the National Multiple Sclerosis Society for the Bike MS: Bay to Bay 2024 event for \$25,000.

Motion to approve a grant to the National Multiple Sclerosis Society for the Bike MS: Bay to Bay 2024 event for \$25,000 was made by Hartley; seconded by Buczek.

Vote:

In favor: Stirling, Zwirek, Buczek, Hart, Hartley

Abstain: Stripe

Motion passed.

4. Grant Application – In Motion, Inc.

Sidoriak presented a “Brand Positioning Event” grant application from In Motion for the Carlsbad Marathon for \$30,000.

Discussion ensued and it was decided to provide a grant similar in amount to previous years of \$10,000.

Motion to approve a grant to In Motion for the Carlsbad Marathon for \$10,000 was made by Hart; seconded by Zwirek.

Vote: All in favor.

Motion passed.

5. Grant Application – New Village Arts

Sidoriak presented a “Placemaking Event” grant application from New Village Arts for the Summer Theater Season for \$5,000.

Discussion ensued and it was agreed that Visit Carlsbad could provide a cultural sponsorship rather than an event grant.

Motion to decline a grant to New Village Arts was made by Zwirek; seconded by Stirling.

Vote: All in favor.

Motion passed.

6. Grant Application – Señor Grubby’s



Sidoriak presented a “Placemaking Event” grant application from Señor Grubby’s for the 6th Annual Parking Lot Olympics for \$5,000.

It was noted that the grant request is twice the amount of the event budget and that the event is just over one week away.

Motion to decline a grant to Señor Grubby’s was made by Zwirek; seconded by Hart.

Vote: All in favor.

Motion passed.

7. Grant Application – NCAA

Sidoriak presented additional information for the previously submitted “Room Night Driving Event” grant application from NCAA for an additional \$40,000. A grant of \$60,000 was previously approved at the January 25, 2024 Board meeting with an option to submit additional documentation for consideration of additional grant funds.

Motion to approve an additional \$40,000 grant to NCAA was made by Hart; seconded by Hartley.

Vote:

In favor: Stripe, Stirling, Buczek, Hart, Hartley

Abstain: Zwirek

Motion passed.

8. Adjournment

Chair Stripe called to adjourn the meeting at 4:01 p.m.

Michelle Zwirek, Secretary/Treasurer



Special Board of Directors Meeting Minutes

Meeting Details

Date: May 1, 2024

Time: 3:00 p.m. PT

Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Teleconference Locations:

5900 Pasteur Court, Carlsbad 92008

2100 Costa Del Mar, Carlsbad 92009

1 Ponto Road, Carlsbad 92011

7100 Aviara Resort Drive, Carlsbad 92011

Virtually via Zoom

Attendees

Quorum confirmed with the following six members in attendance within the jurisdiction:

Board Members via Teleconference Location in Carlsbad

Tim Stripe, Chair

Rob Stirling, Vice Chair

Michelle Zwirek, Secretary/Treasurer

Nicole Buczek, Member

Bryan Hart, Member

Kurt Stocks, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Finance & Administration Manager, Visit Carlsbad

Absence

Yolanda Hartley, Member

Call to Order

Meeting called to order by Chair Stripe at 3:03 p.m.

Self-Introductions

Self-introductions were omitted as all in attendance knew each other.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

None



Action Items

1. Group Incentive Program Funding

Sidoriak presented information on the use of the fiscal year 2024 Group Incentive Program and recommended to increase funds available for program commitments made in the fiscal year ending June 30, 2024 from \$1M to \$1.5M.

Sidoriak indicated that there would be a later meeting to determine the fiscal year 2025 budget for this program.

Motion to increase Group Incentive Program funding for the fiscal year ending June 30, 2024 to \$1.5M was made by Hart; seconded by Zwirek.

Roll call vote:

Board Member Buczek - Yes

Board Member Hart - Yes

Board Member Stirling - Yes

Board Member Stocks - Yes

Board Member Zwirek - Yes

Chair Stripe - Yes

Motion passed.

2. Adjournment

Chair Stripe called to adjourn the meeting at 3:09 p.m.

Michelle Zwirek, Secretary/Treasurer

BUDGET

AVAILABLE FUNDS ACCORDING TO CTBID MANAGEMENT DISTRICT PLAN

Sales & Marketing*	\$ 6,934,000	47%
Golf-Related Programs/Services	\$ 1,672,000	16%
Grants Program	\$ 355,000	5%
Contingency/Reserve	\$ 1,704,000	24%
Admin & Operations*	\$ 426,000	6%
City Admin Fee	\$ 142,000	2%
TOTAL	\$ 11,233,000	

*Includes salary and benefits for employees

BUDGET ALLOCATIONS BASED ON MONTHLY FINANCIAL REPORTING

	FYE '25 Budget
Labor	\$ 1,375,000
Marketing & Comms	\$ 4,600,000
Business Development	\$ 719,000
Group Incentive Program	\$ 700,000
Transportation Grant Expenses	\$ 226,000
Event Grant Expenses	\$ 300,000
General Administration	\$ 180,000
TOTAL	\$ 8,100,000

MARKETING AND COMMUNICATION BUDGET

Domestic Advertising Campaigns	\$ 2,720,000
International Advertising Campaigns	\$ 500,000
Advertising Agency	\$ 240,000
Public Relations	\$ 350,000
Creative & Production	\$ 500,000
Website Development	\$ 100,000
Research	\$ 120,000
Dues and Subscriptions	\$ 50,000
Travel & Professional Development	\$ 20,000
TOTAL	\$ 4,600,000

BUSINESS DEVELOPMENT BUDGET

Marketing & Advertising	\$ 250,000
Sponsorships & Partnerships	\$ 136,000
Trade Shows / Sales Missions	\$ 80,000
Site Inspections & FAM Tours	\$ 90,000
Local Partner Engagement	\$ 10,000
International Programs	\$ 82,000
Technology	\$ 31,000
Membership & Dues	\$ 7,000
Travel & Professional Development	\$ 33,000
TOTAL	\$ 719,000