

## Coronado Tourism Improvement Districts (CTID)



### Minutes from CTID Advisory Board & Board of Directors October 1, 2015, Council Chambers, Coronado, California.

1. **Call to Order.** The meeting of the CTID I & II was called to order at 2:04 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Sean Clancy, Mary Ann Berta, Phil Monroe and David Spatafore. Nusrat Mirza, Cindy Anderson and Eddie Warner were absent.

Also in attendance: Executive Director (ED) Todd Little, Jerome Torres of the City of Coronado, Margie Sitton from San Diego Tourism Authority (SDTA) and Sue Gillingham from Hotel Marisol.

2. **Approval of Minutes, August 6, 2015.** *Motion for approval: Monroe, Second: Berta. Approved 6-0.*
3. **Staff Discussion.** The ED did not have assessment data to share. Not all of the funds have been collected and reconciled.

The ED said several pieces of the Local Marketing campaign have launched. They include banners ads on websites for Channel 8, San Diego Magazine, KNSD Channel 7 and the San Diego Union Tribune. The print campaign has begun with San Diego Magazine and TV spots have started on Channel 7.

The ED said the Group Sales and Marketing teams have been working hard on the CTID's destination campaign. Each week a new opportunity seems to presents itself, so far there are four major groups being targeted. The group will meet again October 20th to evaluate new opportunities.

In late August the CTID launched the Brian Bent Memorial Aquatic Center (BBMAC) swim group campaign. It included two email blasts and a direct mail piece. The team at BBMAC is now following up with those who responded. Nothing is booked just yet, but there's

more email outreach scheduled for tomorrow morning. The ED said he is seeing firsthand how difficult it is to book elite swim groups in February, even with Coronado's ideal climate.

The ED said four Board Members are due for taking the ethics training course. Those who got the notice with their packet can take the course privately or with a group of others November 5th at the Community Center.

Lastly, the Free Summer Shuttle had another great summer. In 2013, when the Shuttle debuted, ridership totaled 52,000. This summer, over 116,000 people rode the shuttle. Loews Coronado Bay Resort distributed 600 round-trip passes so guests could take the 901 bus to and from downtown. The ED felt the CTID's contribution to the program helped to reduce vehicle usage in Coronado.

David Spatafore asked if the CTID or City plan on promoting the success of the Shuttle. The ED said the City has announced the results in several forums and the CTID's contributions to the project were included.

Phil Monroe voiced concern with recent published articles that pertain to the grants that are given to local organizations by the City of Coronado. He felt the possible elimination of the grants would be disappointing because the grants help define the character of the community. Many residents donate their time and expertise to their respective organizations and the grants bring many good things and services to Coronado.

4. Oral Communications. None.

5. Hear Update on Group Video Development. Margie Sitton opened her presentation saying 6,870 rooms have been booked since July 1. She said room occupancy averaged 71.2% and average room rate was \$314. She said the hotels would soon receive research data on competitive group destinations from the Knowland Group. She said the branding campaign that is being developed will help Coronado contend for group business versus six other destinations: Newport Beach, Laguna Beach, Huntington Beach, North County San Diego Resorts and Palos Verdes. Margie said production would begin soon on three videos that will be the centerpiece of the CTID's group marketing collateral. The hoteliers and CTID are contributing to the project with archive footage. The target for the collateral is 500 high-end incentive and group travel planners. The campaign will include the direct-mailing/hand delivering of a large rectangle box, made of tin, and filled with a digital brochure that plays videos when opened. The box will also include a thumb drive of materials as well as a carefully-composed letter from the CTID hoteliers.

Video directors will scout Coronado in mid-October and will commence shooting in November. The footage will be edited in December and package will be ready in January.

Andre Zotoff thought the idea and sample materials were fantastic. He wanted assurance the hoteliers will be able to review the list of possible receiptants. He also suggested planning strategic "dine arounds" that could include local restaurants. Andre also encouraged allowing non-hoteliers to travel with CTID representative so they could meet with decision makers. Sean Clancy asked whether the videos can be shared via digital media (they can.) Margie said more fam trips are being planned and new research about incentive groups will be available soon. Mary Ann Berta felt the group meeting strategy was good for the community. Phil Monroe asked Margie to have the video team consider the beauty of the Silver Strand when scouting shots for Loews Coronado Bay Resort.

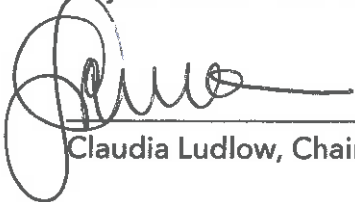
6. **Review and Approve Coronado Events Holiday Strategy.** The ED said when the group last left the Community Events program discussion the Board was favoring a campaign that would promote all of Coronado's holiday events, its retail offerings, its holiday meal options as well as the festive look that's unique to Coronado. Because the campaign might be on deadline, it would be timely to schedule the marketing. The ED outlined a large number of factors that make Coronado unique during the holidays. He included many of the points in sample radio copy that he inserted in the packet. He recommended investing the \$25,000 budget on traffic radio sponsorships on 19 local stations. The budget would deliver over 500 sponsorships between November 23 and December 23. Approximately 2.9 million impressions would be delivered. The ED said the radio scripts could be adjusted as necessary. Andre Zotoff asked how the campaign would be measured. The ED said print ads, TV and radio are unfortunately impossible to measure. He said radio spots often reinforce other components of the Coronado campaign seen by the consumer...such as a banner ad, video pre-roll or email blast. Andre Zotoff felt someday the CTID should consider providing a free shuttle to Coronado during the holidays. *Motion to approve \$25,000 holiday strategy: Spatafore. Second: Zotoff. Approved 6-0*


7. **Review and Approve FY15 Final Budget and Revised FY16 Budget.** The ED recapped the final assessment total (\$635,465) for FY15 which was only \$535 from the projected total for FY16 (\$636,000.) He had spoken to the hoteliers to ask if \$636,000 was too low. The three largest hotels projected growth 6% over FY15 totals. The ED reforecast the FY16 assessment total based on 5%, knowing the Glorietta Bay Inn may suffer some loss because of nearby demolition and construction noise. The ED acknowledged a mistake he made in the annual report. In the past the CTID carried forward any unspent

assessment. He mistakenly included retained earnings in the revenue total for FY16. When subtracted, it created a discrepancy because expenses were temporarily higher than revenue. The ED was given direction from the Chair, Treasurer, Eddie Warner and Island Bookkeeping for modifying the budget. The ED resisted temptation to push some expenses to District II. Wanting to protect established programs, the ED looked for budget lines that could be trimmed without a great deal of pain. The Future Strategy budget consisted of \$60,000 that was once discussed as a possible enhancement of the local marketing campaigns. The ED recommended reducing \$10,000 from that line. He felt no additional money was needed for local marketing and perhaps the budget could be used in January to promote Coronado's participation in Restaurant Week. He expressed interest in partnering with Uber to sell more prix fixe meals and to reduce the number of vehicles parked in Coronado. The ED then discussed the Community Improvements fund which at one time focused on Strand fencing, trash cans along Orange Avenue and a water-saving initiative within the medians. None of the projects have moved forward so the ED felt comfortable recommending cutting \$10,000 from that fund.

Andre Zotoff thought it made more sense to reduce \$20,000 from Community Improvements so the full \$60,000 could be spent on a future strategy such as the Uber campaign. Mary Ann Berta asked if there had been any further discussions with the trash cans. David Spatafore said after meeting with Coronado MainStreet the program was on hold. He still favored having the City fund a beta-test for trash cans that were more functional and beautiful than those currently used. Sean Clancy asked for clarity on the Strand fencing near the Loews Resort he manages. He was told the CTID explored replacing a dilapidated fence but learned it was the property of the US Navy. Another fence in need of repair was then considered, but because it was a great distance from Loews it did not fit the criteria for proper funding. *Motion to approve FY15 Budget, approved new revenue forecast, approve trimming \$20,000 from Community Improvements in FY16 budget: Clancy. Second: Spatafore. Approved 6-0*

8. Adjournment. The meeting was adjourned at 2:45 pm

 11/5/15  
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Claudia Ludlow, Chair, Date

  
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Todd Little, Executive Director, Date