

# Coronado Tourism Improvement Districts (CTID)



## Minutes from CTID Advisory Board & Board of Directors November 5, 2015, Coronado Island Marriott Resort.

1. **Call to Order.** The meeting of the CTID I & II was called to order at 2pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Sean Clancy, Nusrat Mirza, Mary Ann Berta, Phil Monroe, Eddie Warner and David Spatafore. Suzanne Lewis was introduced as an Interim Representative/Director for Coronado Chamber of Commerce.

Also in attendance: Executive Director (ED) Todd Little, Tom Ritter of the City of Coronado, Jarryd Davis from Uber, Cheryl Ferguson from the Hotel del Coronado, Janet Francis from Coronado Visitor Center, Malia Fluer from Blue Bridge Hospitality, Sue Gillingham from Hotel Marisol and Mike Donovan.

2. **Approval of Minutes, October 1, 2015.** *Motion for approval: Berta, Second: Spatafore. Approved 9-0.*
3. **Review and Approve Uber Partnership.** The ED introduced Jarryd Davis from Uber. They have met several times to develop a strategy that delivers more diners to Coronado during Restaurant Week. The ED formed idea after reading of a similar program in Del Mar where a shopping center paid for rides to and from their property via Uber.

For several years the CTID has discussed ideas that raised the awareness and prestige of dining in Coronado. At the same time the Board did not want to increase the number of parked cars downtown.

The ED recommends a beta-program in mid-January where the campaign elements are controlled. Using the \$60,000 Future Strategy budget, the CTID would cover up to \$30 of Uber rides to Coronado restaurants using a geo-fenced activation code. Because the Coronado Livery has exclusivity with outbound taxi service, Uber rides from participating

restaurants are not permissible. Otherwise, safeguards would be in place so code usage does not exceed budget limit.

Thus far, seven restaurants are participating in Restaurant Week. They would play a role in the promotion of the Uber partnership as would the CTID. Uber would provide email data blasts to users in relative proximity of Coronado. The ED will work on public relations opportunities to further the message.

David Spatafore said January is a particular time of need for restaurants and an Uber partnership could also be a solution for those who enjoyed alcohol with their meal. He also thought it was a convenience factor that would be appealing. Jarryd Davis said Uber may be exempt from the Livery exclusivity because they are a peer-to-peer service, not one based on livery services. Jarryd explained that the rides could only originate in San Diego, thus no Coronado residents could partake. He was asked whether peak or surge pricing during rush hours would apply (they will.) Andre Zotoff felt the inability to offer return rides to dinner guest softens the appeal. He believes taxi service in Coronado is not good and encourages the competition. The ED said he would work with the City to exhaust all possibilities to allow a complimentary return trip independent of the Livery exclusivity. Phil Monroe suggested speaking with Council members for their perspective on this exclusivity. Eddie Warner asked about the cost for Uber to promote this campaign (there is none.) Phil Monroe also asked how long the promotional code would be active. The ED thought 5 hours, allowing guests to see a show following their meal. Suzanne Lewis recommended a 24 hour activation, but the ED explained it could encourage misuse. Sue Gillingham thought each neighborhood will partner with Uber for future Restaurant Weeks, it's good for Coronado to pioneer this strategy. Jarryd Davis added that the code can be used only once and each diner can only use one code during the week. David Spatafore thought Coronado could gain some great press with this promotion. *Motion to approve campaign with the ED exploring outbound options: Warner, Second: Zotoff. Approved 9-0.*

4. **Review Destination Group Sales Initiative.** The ED introduced Cheryl Ferguson the Director of Sales for the Hotel del Coronado. She and other group sales managers from the assessed hotels meet regularly with the ED and hoteliers to review group meeting opportunities. Since July 1, Coronado has been negotiating six high-influential meeting events. The meetings allow the hotels to bring new opportunities to the team so each can contribute to the success of the event. While they remain competitors, the Sales teams share ideas and problem solve collectively. In the future, Coronado will host three familiarization tours through the work of Melinda Smith who represents Coronado with the San Diego Tourism Authority. Cheryl Ferguson is assembling a Destination Advisory Board comprised of industry leaders to serve as an informational resource for the group. They will

so build brand awareness with their ambassadorship. In March several delegates, including CTID hoteliers, will travel to Minneapolis to meet with incentive group planners and third party meeting planners. Eddie Warner asked if Minneapolis is a hub for the incentive category (it is.) Janet Francis added that the Visitor Center is happy to accommodate any request for visitor guides and guest coordination.

5. **Review and Approval of Communications Efforts.** The ED played a video from October 6th when a resident spoke to City Council with concern about the CTID's local marketing TV campaign designed to bring San Diego customers to Coronado in the off-season. The speaker was mistaken with some details, but received applause when reminding Council Members they represent the community not visitors.

The ED recommended implementing a communications strategy that so residents, business owners and Council Members better understand the true nature of the CTID. Specifically, the ED felt the general public was unaware of the CTID's shift towards group meetings.

Moving forward the ED recommended educating individuals such as the speaker so they have accurate data. He also suggested building a coalition of local business owners who benefit from marketing campaigns (such as the TV campaign.) He felt it was imperative the CTID's partners assist in the messaging and communications strategy. As needed, a campaign in the Coronado Eagle & Journal and eCoronado.com may help locals understand the work of the CTID.

The ED felt immediate action was required because a mayoral race in 2016 could create division as it pertains to off-season visitors and groups.

Andre Zotoff felt it was important to share data such as the fact that the Hotel del Coronado chose to sell 13,000 less room nights in 2015. They essentially turned down lower rate room rentals. This resulted in lower occupancy, but greater revenue overall. He said residents need to understand the previously mentioned TV campaign benefits local restaurants and shops more than the hotels that paid for the TV spot.. He felt a healthy off-season added to the desirability of Coronado and it's property values.

Eddie Warner mentioned a "residents first" mayoral campaign that closed Coronado Convention and Visitors Bureau during the 1990's. She fears in the worse case scenario it could happen again to the CTID. Sean Clancy felt this was a credible threat and we should act accordingly. David Spatafore felt residents want options in restaurants and shopping, something that depends on visitors to survive. Mary Ann Berta mentioned that she and Claudia Ludlow refuted the speaker's claims in a subsequent address to Council.

Phil Monroe said he reminded Council that the CTID is not funded by the City and more face-to-face discussions with Council Members are necessary. He said Council Members should be reminded that other San Diego communities would love to have Coronado's revenue streams, reserves and livability.

Janet Francis suggested not limiting the CTID's messaging to off-season initiatives. She suggested using PR to promote the numerous events that occur annually in Coronado. She also suggested associating the investment in local marketing with return on investment. Nusrat Mirza asked if Coronado has an association of commercial property owners who could support the CTID (it does not.)

Sue Gillingham is concerned the City will choose to lessen (or eliminate) the funding of local organizations that improve the vitality or aesthetics of Coronado. She hoped all of the organizations can help one another (including the CTID.) *Motion to approve communications plan: Mirza, Second: Berta. Approved 9-0*

6. Staff Discussion The ED thanked Nusrat Mirza and his team for hosting the meeting.

In September the assessments for District 1 totaled \$47,851. In District II the assessment totaled \$47,758. For Q1 of FY16 the assessments totaled \$211,441, which is within \$3,400 of projections.

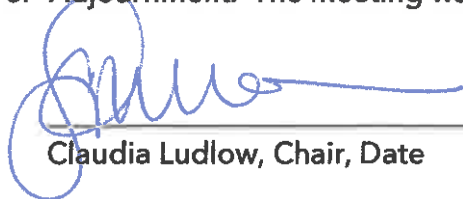
The CTID is now in its second month of local marketing. The newest piece is the digital campaign on Pandora that reaches listeners in San Diego County. The campaign is multi-platform reaching guests on smart phones, their tablets, laptops, PCs and game stations.


Next month the Board will get an update the BBMAC group campaign.

On Tuesday the ED spoke to City Council about the Free Summer Shuttle. They were considering expanding the service and their staff report did not include the fact that the CTID provided round trip passes on the 901 bus for guests at Loews Coronado Bay Resort. They agreed to expand the shuttle service from late May to late September with 15 minute intervals instead of 20. They did not expand the route of the Free Summer Shuttle. They did however created a subcommittee to explore transportation options from the Silver Strand to the Village.

7. Oral Communications Eddie Warner said Coronado MainStreet is promoting Small Business Saturday on November 28th. It will include entertainment and music along Orange Avenue. She asked everyone to help with the promotion.

8. Adjournment. The meeting was adjourned at 3:41 pm

  
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Claudia Ludlow, Chair, Date

 1/7/16  
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Todd Little, Executive Director, Date