

Coronado Tourism Improvement District (CTID)



Minutes from Advisory Board/Board of Directors Meeting December 4, 2014, Council Chambers, Coronado, Ca.

1. Call to Order. The meeting of the CTID was called to order at 2:03p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Denise Schwab, Brian Johnson, Eddie Warner, David Spatafore and Phil Monroe. Mary Ann Berta and Nusrat Mirza were absent.

Also in attendance: Executive Director (ED) Todd Little, Assistant Coronado City Manager Tom Ritter, Sue Gillingham from Hotel Marisol, Karen Finch from Coronado Chamber of Commerce, Janet Francis from Coronado Visitor Center plus Jordan Smith and Adam Roberts from SDSU.
2. Approval of Minutes from November 6, 2014. *Motion for approval: Schwab, Second: Johnson. Approved 7-0*
3. Staff Discussion and Updates. The ED said the October assessment totaled \$43,205 for a year-to-date total of \$247, 630. The assessment is 1% over last year's total, a difference of \$2,084.
4. Oral Communications. Phil Monroe was pleased with an article in the Coronado Eagle that covered the website collaboration between the CTID and Visitor Center. Eddie Warner asked whether a portion of the SDTA budget will be reallocated to compensate for the delayed hiring of National Sales Director Melinda Smith. She asked for an update in the next meeting.
5. Review and Approve Benefits Study. The ED said there are a few minor typos in the report and a few items that need refinement. The Board was asked to provide feedback and direction for the report. The ED recommended having the National Marketing Subcommittee discuss the edits with Tourism Economics. He added the need for the

Chair to compose a cover letter that addresses several points and a letter from Civitas Advisors that discusses the hotel reversal in San Diego. Civitas' letter would also address how the CTID would be structured should City Council approve a change in assessment.

Brian Johnson thought the report was well done and organized. He felt the 9:1 ROI ratio was misleading. He felt Coronado should have a more modest ratio. He asked if the incentive-based group category could be included. The ED said the Subcommittee can discuss that with Tourism Economics. Brian ended by saying it was clear the CTID does not have funds to compete against coastal destinations.

Eddie Warner noted a possible error on page 5: the use of the word cost when it likely means benefit. She asked if the sales tax data in the report included businesses other than the assessed hotels. She asked whether the decline in room revenue on page 11 reflected variables such as an increase in available rooms (or something else.) Brian Johnson said the number of rooms doesn't alter the market share, an indicator hotels closely monitor. He also felt Coronado's RevPar indicated the CTID's budget isn't on par with other destinations. Eddie felt the data would be more credible with some qualifications.

On page 21 she thought a sentence about a \$173M gain was confusing and that amount needed to be clearly indicated as a total, not an increase above the existing revenue. On page 22 she noted a likely typo with the \$680M figure.

Eddie Warner reminded the Board that Coronado once dismantled its convention and visitor bureau (CVB) because it was perceived as too successful. She felt a "residents first" campaign could resurface because locals think tourists take over Coronado in summer. She suggested adding this key risk to the report so it did not appear white-washed. Andre Zotoff said all efforts of the CTID are focused on the off-season. Denise Schwab felt that information did not belong in a benefits study that documents current conditions and factors. The ED told the newer members of the Board the Coronado CVB that was dismantled because it was funded by the general fund of the City of Coronado. Today's efforts are different because the CTID's efforts are funded by an assessment paid by the four hoteliers. Phil Monroe recalled why the CVB was dismantled: residents felt the City should not pay to attract visitors. As a result, the Visitor Center was paired with the Coronado Historical Association with the understanding it would accommodate guests, not pursue them. At the same time, the City saved \$350,000 annually. Phil added the CTID now fills the void by targeting off-season visitors. David Spatafore felt the residents only care if it appears the costs come from their pocketbook. Claudia Ludlow felt the report should reflect existing conditions, not past history.


Phil Monroe felt the report should include incentive-based group meeting data if possible. He also reminded the Board that the report is ultimately intended for City Council. He felt it was important to remind them the City does not pay for the work of the CTID and the revenue gains are notable.

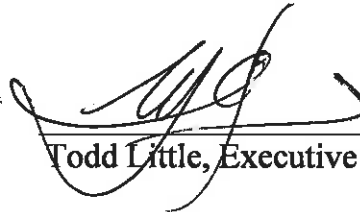
Andre Zotoff said the San Diego Tourism Authority represents Coronado beyond the incentive category. He agreed the incentive-based data would be great to include because that category is mostly untapped in San Diego.

Eddie Warner asked if the full Board would approve the final report. She was told yes. *Motion to approve, have the National Marketing Subcommittee oversee the alterations including letters from the Chair and Civitas, seek Board approval in January: Schwab. Second: Warner 7-0*

Review January 8 Meeting Date. The ED said the next meeting of the CTID falls on New Years Day. He recommended meeting in Council Chambers a week later, January 8th at 1pm. *Motion to revise date: Schwab. Second: Warner 6-0. David Spatafore was excused before the vote.*

Adjournment. The meeting was adjourned at 2:50 pm

 Jan. 8 '15

 1/8/15
Todd Little, Executive Director, Date