

## City of Coronado



Coronado Tourism Improvement District  
Advisory Board Meeting  
**Minutes from Meeting of November 4, 2010**

1. Call to Order. Meeting was called to order at approximately 2:05 p.m. Present at the meeting were the following CTID Advisory Board Members: Todd Shallen, Kathleen Cochran, Camille Gustafson, Courtenay McGowan, Dave Landon, Eddie Warner, David Spatafore, and Mary Ann Berta. Tim Herrmann was absent.
2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of October 7, 2010.
3. Agenda Chairman Shallen asked the Administrator to add Oral Communications to future agendas. They would follow the approval of the Minutes and guests may only speak about non-agenda items for no more than 3 minutes.
4. Public Relations. Joe Timko and Robert Arends from San Diego Convention and Visitors Bureau (ConVis) provided an update on CTID PR efforts including their recent news releases for dining, winter/holiday and romance. They outlined the December 2<sup>nd</sup> media familiarization tour including the list of writers participating. Board members Shallen and Cochran asked the ConVis team provide copies of the coverage they receive and share it with the Administrator (as to demonstrate return on investment to the City.) This was agreed to with a caveat that coverage can often make months to achieve.
5. Branding. On November 1, 2010 Rob Petrie of MeringCarson presented seven new designs to the Branding Subcommittee. Their unanimous choice was presented to the Board and approved. The brand will be further developed to address concerns with the lettering. The Subcommittee will review the revised artwork as well as a number of taglines. Should hand lettering be required, a cost estimate will be provided to the Administrator. The Subcommittee will update the Board on December 2<sup>nd</sup> 2010. Upon final approval, the Administrator and selected Board Members will present the artwork to the community.
6. Hotel Marketing. The Fall campaign was launched on October 27<sup>th</sup>, 2010 with an added sweepstakes component to build a database for the CTID to use in the future. Chairman Shallen asked that each Board member receive copies of any marketing emails in the future.

The Administrator briefed the Board on an upcoming opportunity for Coronado businesses to advertise in the free standing inserts (FSI) the CTID will utilize for marketing this Spring. ConVis will make ad space within the four-page FSI available

with any additional ad revenues being sent to the City. All advertising must include “Funded by the Coronado Tourism Improvement District” in the future.

7. Local Marketing. Administrator recommended using \$25,000 from discretionary funds for marketing Coronado day-visits to San Diegans. The Board remarked about business being very slow from December 1-April 1. Board did not approve recommendation and countered with approval to invest up to \$5,000 on advertising strategy for December. The Board established a Local Marketing Subcommittee to provide guidance. Board members Gustafson, Berta, Warner and Spatafore will work with the Administrator and ConVis to develop both the December strategy and a four-month strategy that would require Board approval December 2, 2010.

Susan Enowitz from Coronado Historical Association (CHA) spoke on behalf of the Centennial of Naval Aviation event in February 2011. She sought clarity with CTID grant parameters and asked the CTID to consider promoting the event because of similar themed exhibits at the Public Library and CHA. The Board offered to consider her recommendation when exploring local marketing options with ConVis.

8. MemberNet: Coronado businesses have been lax in uploading their profiles on <http://www.sandiego.org/coronado> despite effort to promote this free opportunity. The Chamber, Coronado MainStreet and CHA have encouraged their members to participate. If space is available, Coronado businesses that cater to tourism will see an article on MemberNet in the January Coronado Currents publication.

Because this website serves as the landing page for CTID marketing efforts, the Administrator has provided updated retail, community and event information/photos to ConVis so they may keep the page current, interesting and fun for potential tourists. A master calendar of events has been created to freshen page content.

9. Granting: While there have been many inquires no applications have arrived to the CTID Administrator. As the deadline nears, applications can be expected. Chairman Shallen suggested the grants be made available at the start of FY 11-12 so more events can qualify. Should the CTID be renewed in April this will be further discussed.

If not all of the FY 10-11 grant money is distributed it can be returned to discretionary funds for reallocation.

10. Budget. The Board was updated on CTID collections for September 2010 which \$4,841 over projections. Thus far the City has collected \$126,321, which is \$6,279 over projections. No unexpected expenses or incomes were received.
11. Activity Summary The Administrator provided his monthly summary that included attendance at the South County Economic Development Council meeting on tourism. Because additional budgets are not available, the communities in the South County agreed to share resources and research to create synergies. City Councilmember Denny believes this practice will help build tourism for those such as the CHA.

12. Holiday Parade The CTID has been offered an Old Town Trolley to ride in Coronado Holiday Parade December 3<sup>rd</sup>, 2010. Many of the Board Members have plans for that evening but several are available. Leftover seats will be offered to the Chamber, MainStreet and CHA/Visitors Center. The Administrator will oversee signage and decorations for Trolley.