

## City of Coronado



### Coronado Tourism Improvement District Advisory Board Meeting **Minutes from Meeting of March 3, 2011**

1. Call to Order. Meeting was called to order at approximately 2:04 p.m. Present at the meeting were the following CTID Advisory Board Members: Tim Herrmann, Camille Gustafson, Dave Landon, David Spatafore and Mary Ann Berta. Eddie Warner was absent. With Chairman Todd Shalan absent, Vice-Chair Kathleen Cochran lead the meeting.
2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of February 3 and February 24, 2011.
3. Oral Communications. None.
4. Retreat Summary. Motion MSP to approve Mission Statement constructed by attendees of the CTID Planning Retreat February 24, 2011: “To effectively promote Coronado as a year-round destination for visitors across the bridge and across the country, while contributing to vitality of the community.”
5. Public Relations Robert Arends, who represents Coronado with local and national media, shared a comprehensive recap of his ConVis’ efforts since his last report in December. In addition to hosting visiting media in December and January, he has begun scheduling another group of visits for April. His work also includes regular dialogue with writers, producers and media companies as well as representing Coronado at travel shows and media gatherings. Robert provided printouts of coverage he has obtained with an estimated editorial value of \$211,000.

The CoNA/Parade of Flight will be the most immediate stories pitched to media. Susan Enowitz from Coronado Historical Association has agreed to appear on NBC 7/39 for a feature that Robert has secured on that event (February 12 2011.)

David Spatafore recalled seeing a television campaign for East County tourism and asked for a case study to review. The Administrator will work with ConVis evaluate the costs the CTID would incur for a similar strategy.

Mary Ann Berta applauded the efforts of Robert Arends as a powerful companion to the marketing efforts of the CTID. She is excited things are finally happening. Todd Shalan referenced the positive feedback he’s gotten on the CTID’s focused and effective strategies.

6. Branding. The Administrator updated the Board on developments with the Coronado branding:

- MeringCarson will provide the usage guide on February 25
- Logo will debut February 11<sup>th</sup> at opening of Lamb's Players' "Steel Magnolias"
- Artwork included in approved San Diego Magazine print ad
- Logo included in UT ad for CoNA event

Todd Shallan and the Administrator will present the brand to City Council February 15<sup>th</sup>. Board members were shown a draft of the presentation PowerPoint that profiles the development, funding, goals of the CTID in addition to the evolution and benefits of the Coronado branding. While presenting the brand is the main goal, this presentation will also lay groundwork for seeking approval and renewal from City Council in April.

This same presentation will be used for outreach with the Coronado Chamber February 24<sup>th</sup> and Coronado MainStreet March 1.

7. Retreat Planning: The Board reviewed and approved an agenda for a retreat February 24<sup>th</sup> at Glorietta Bay Inn. While the public may attend the retreat should provide an intimate forum for composing a mission statement as well as preparing for the April Annual review. As time allows other topics could include developing a strategic plan, budgeting and individual projects such as community grant allocations.

8. Miscellaneous: Todd Shallan provided a brief budget summary:

- December assessments were \$3600 over projection
- CTID is \$15,600 over projections through 6 months for a total of \$225,000
- CTID has not needed or used \$250,000 line of credit provided by the City
- Expected costs include the partnership with ConVis (\$250,000) local marketing (\$30,000) and community grants (\$12,000)

Dave Landon recommended an agenda item in March to discuss an allowable spending threshold for the Administrator. This item could also be discussed at the planning retreat.

9. Meeting was adjourned at 2:46 pm.