

City of Coronado



Coronado Tourism Improvement District
Advisory Board Meeting
Minutes from Meeting of August 12, 2010

1. Call to Order. Meeting was called to order at approximately 1:04 p.m. Present at the meeting were the following CTID Advisory Board Members: Todd Shalan, Kathleen Cochran, Tim Herrmann, Courtenay McGowan, Dave Landon, Eddie Warner, David Spatafore, and Mary Ann Berta. Holly Ansley was absent.

City staff present included Blair King, City Manager, Tom Ritter, Assistant City Manager, and Jerome Torres, Senior Management Analyst.

Also in attendance were:

- Rita Sarich, Executive Director of Coronado Mainstreet
- Karen Finch, Executive Director of Coronado Chamber of Commerce
- Joe Terzi, President/CEO, San Diego Convention and Visitors Bureau
- Kerri Kapich, Sr. V.P., San Diego Convention and Visitors Bureau (w/ staff)
- Paul Whitbeck, General Manager, MeringCarson (w/ staff)
- Todd Little, pending CTID Administrator

2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of July 15, 2010.
3. City-CONVIS Contract. Ms. Kapich provided hand-outs and gave a presentation on the CIC research conducted by CONVIS as part of their Scope of Work (Market Intelligence). A general discussion was held regarding the findings.

Mr. Whitbeck provided hand-outs and gave a presentation on the Unique Selling Proposition (USP) research conducted by MeringCarson (under the CONVIS contract) as part of its Scope of Work (Communications Platform Development). The Board provided feedback regarding the findings. As a result, certain key phrases of the USP were modified. Motion MSP to approve the amended USP, as follows: Coronado is like another world. When you cross the bridge into Coronado it's like being magically dropped into a simpler time. MeringCarson will use the USP to help guide the drafting of the branding campaign, which will be presented.

4. MeringCarson Contract. Jerome provided a report on the draft Scope of Work that will be made a part of the Branding Contract. A general discussion was held regarding the Scope of Work and the related hard costs that will need to be budgeted by the Board. The Board agreed to withhold a decision on the budget amount until further progress had been

made by MeringCarson on the branding campaign. Member Warner asked that the community be included in the development of the branding campaign. It was agreed that since all meetings are public no interim public forums would be scheduled. It was further agreed that the Administrator will conduct a public meeting to launch the selected brand. Member Spatafore stated that Board members should be reaching out to their constituencies, to keep all stakeholders informed. Motion MSP approving the Scope of Work and recommending approval by the City Manager.

5. CTID Administrator Contract. Jerome provided a report on the Agreement for Professional Services that will be presented to the City Council for approval on August 17. A general discussion was held regarding certain elements of the Agreement.
6. CTID Assessments. The Hotel Board Members reported no operational problems with implementation of CTID assessments.
7. Scheduling of Meetings/Locations: Motion MSP to hold the standing meetings of the CTID Advisory Board on the first Thursday of each month at 2:00 p.m. Chairperson inquired about whether the meetings could be held in the Council Chambers. City Staff will inquire and report back. If unavailable, a location to be determined.
8. CTID on City Website: A brief discussion was held on the CTID webpage included on the City's website. The City will be enhancing this webpage at a later date.
9. Adjournment. The meeting adjourned at approximately 4:15 p.m.