

Coronado Tourism Improvement Districts (CTID)



Minutes from CTID Advisory Board & Board of Directors January 7, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting of the CTID I & II was called to order at 2:03pm by Vice-Chair Zotoff. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Sean Clancy, Mary Ann Berta, Phil Monroe, Eddie Warner, Cindy Anderson and David Spatafore. Nusrat Mirza was absent. Also in attendance: Executive Director (ED) Todd Little, Jerome Torres of the City of Coronado, Jarryd Davis from Uber, Sue Gillingham from Coronado Chamber of Commerce, Michael Donovan, Norm Funk and Amy Stirnkorb.
2. **Approval of Minutes, November 5, 2015.** Janet Francis has submitted a revision for Page 4, clarifying her interest in using public relations to promote events that occur year-round in Coronado. *Motion for approval: Berta, Second: Spatafore. Approved 8-0.*
3. **Staff Discussion.** The CTID assessment for November totaled \$35,592. The grand total so far is \$296,593 for District I and \$207,778 for District II.

Next week will also see the debut of the free Trolley that the CTID provided for the Coronado Island Film Festival. KNSD-TV has also provided some editorial space to promote the Festival on their website as well as their email blasts. That piece will reach 250,000 readers.

On Tuesday the CTID will welcome Altour Meeting Planners to Coronado. Their visit is the first expense applied to District II. Coronado has secured two pieces of business from their recommendation valued at over \$250,000.

The Play Across the Bay campaign continues through February. The placement with Pandora has ended but campaigns with San Diego Magazine, KFMB-TV, the Union Tribune and KNSD-TV continue to bring San Diegans to Coronado restaurants, shops and stores.

In late December the Admin Assistant position was advertised in both the Eagle and on Craigslist. The Chair will oversee the interview process.

The Chair welcomed Cindy Anderson back to the CTID and thanked Suzanne Lewis for her representing the Chamber during the interim.

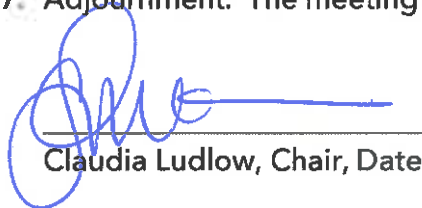
4. **Oral Communications.** Phil Monroe introduced Michael Donovan who announced his candidacy for Coronado City Council.

5. **Hear Update on Uber Campaign and Advise As Necessary.** The ED said return trips from Coronado were now a part of the program. Six Coronado restaurants will be participating in the campaign. The CTID will provide up to \$25 off Uber rides to and from Coronado. This will allow for 380 additional codes, compared to a \$30 credit. The total translates to 1140 inbound and 1140 outbound codes that will be evenly split between six participating restaurants. The ED has developed a marketing strategy using KNSD and the UT San Diego. Uber will promote the event via email blasts, mobile texts and a news release. The code will be applicable only within a specific geo-fence. The ED will be closely monitoring code usage and fund balance. He will be in communications with the restaurant as the promotion begins to close. The ED showed the landing page which outlines the program, the participating restaurants and the restrictions. Success will be measured with web traffic, email opens, codes downloaded, meals sold and media coverage. Andre Zotoff wanted to make sure we lessened the likelihood of disappointment by sharing unused codes if possible. Jarryd Davis of Uber thought there will be a very high demand for the promo codes and recommended releasing them as late as possible. David Spatafore suggested releasing the promo code on January 17th so more are available. Phil Monroe suggested providing codes for the inbound and outbound rides simultaneously. Jarryd Davis felt that could lead to misuse. Eddie Warner asked whether there is was a fee for this promotion. She was told there was a \$3,000 fee from national UBER headquarters that was not anticipated, but approved so the promotion could proceed. *Motion to approve campaign: Zotoff, Second: Clancy. Approved 8-0.*

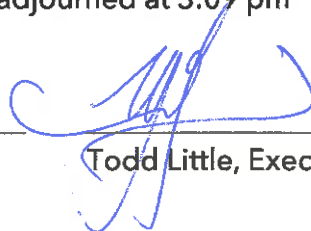
6. **Hear Update on Education Program and Approve Direction.** The ED provided background on the need to educate residents so they better understand the CTID. He felt it was important to separate perception from reality while not attacking those who are misinformed. The CTID has partnered with the Eagle & Journal for ad space that explains the CTID's mission to attract group meetings, commonly referred to as conventions by most. A great deal of thought goes into those meeting plans, a fact the ED considered important. The ED suggested a strategic campaign of advertising and editorial support

called Conventional Thinking. Andre Zotoff thought the campaign could instead deliver actual group meeting information as well as examples of how the meeting attendees supported local businesses. David Spatafore said there have been several large groups meeting in Coronado and his restaurant business is good because of it. He also said there has been no additional traffic or parking woes. Sean Clancy said groups go largely unnoticed and suggested printing a list of upcoming group meetings in Coronado. Mary Ann Berta thinks ads get lost in the Eagle & Journal, perhaps editorials were the best approach for educating residents. Eddie Warner suggested using the ad space to thank a group for visiting and providing City tax revenue (resulting from that meeting.) She also suggested profiling key business-owners with ad copy that reinforced the need for off-season meetings. Eddie thought ad space was important because free editorial space in the Eagle is not guaranteed or is often delayed. Sue Gillingham suggested ads that "connect the dots" between conventions, the tax dollars they generate and the services Coronado residents enjoy as a result. Phil Monroe suggested ascertaining a direction from the Chamber of Commerce. Claudia Ludlow agreed and asked for the same from Coronado MainStreet and Coronado Historical Association. Cindy Anderson felt it was important to message residents, not business owners. Residents are key to decisions made by Council Members. Phil felt the recent article about the CTID was great. He was disappointed the columnist left out the fact that the CTID is not funded by the City. Because a creative direction was not solidified, the ED recommended tabling the topic. Motion: Spatafore. Second: Berta. Tabling of topic approved 8-0.

7. Adjournment. The meeting was adjourned at 3:09 pm



Claudia Ludlow, Chair, Date

 2/3/16

Todd Little, Executive Director, Date