

Coronado Tourism Improvement Districts (CTID)



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

1. **Call to Order.** The meeting of the CTID was called to order at 2:02pm by Claudia Ludlow. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Mary Ann Berta, Sean Clancy, Phil Monroe, Eddie Warner and David Spatafore. Nusrat Mirza and Cindy Anderson were absent. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter of the City of Coronado, Barbara Wainwright from the CTID, Sue Gillingham from Coronado Chamber of Commerce, Kelly Purvis from the City of Coronado, Jeff Tyler from the Cultural Arts Commission, Barbara and Gus Theberge from La Avenida Inn.
2. **Approval of Minutes.** Eddie Warner said the February minutes did not contain the verbiage she supplied prior to the March meeting. She asked that it read: "Eddie also felt the radio campaign used to promote holiday visits to shops and restaurants should be redirected to promoting events throughout the year. She noted that we've started funding specific projects (BBMAC, CIFF) and recommended, in fairness to the community, we find a way to allocate funding across current and new events, as in the past." *Motion for approval with Warner's comments: Monroe, Second: Clancy. Approved 7-0.*
3. **Staff Discussion.** The ED said the February assessment was 3% less than projected for the month. It totaled \$45,336. The assessment has come in less than projected five of the last eight months. The Chair and ED have begun the process of finding minor expenses to trim.

On April 19th, City Council will hold the first of two public hearings on the CTID. Coronado School Superintendent Jeff Felix, whose office oversees the BBMAC facility, wanted Council to know how grateful they were for the CTID partnership program. A copy of his letter to Council was inside the packet. The ED has invited others to share their stories with Council. They include small business operators who struggle in the off-season.

Later this month, the CTID will receive an update on the Group Meeting Economic Benefit Study from 2014. It was used in last year's Annual Report to explain the need for District Two. Once the report is back from Tourism Economics, the ED will share it.

4. **Oral Communications.** Barbara Theberge was briefed on the valet parking program the CTID supported in the March meeting. She owns the building next to the valet drop off area and expressed concern it may negatively impact her commercial tenants in that building. She understands the need for the service but felt she would be shouldering the burden of the program.
5. **Hear Update on Group Meeting Efforts, Provide Direction.** Margie Sitton of San Diego Tourism Authority (SDTA) updated the Board on the number of group meeting leads and room nights booked. She presented the Board with the finished video marketing kit. She shared mock-ups for tradeshow booths as well as signage for local businesses to use when welcoming meeting attendees. Claudia Ludlow said although her hotel doesn't host meetings, SDTA has been good for referrals. Eddie Warner asked for the total number of room nights secured: (23,781). Barbara Wainwright will work with SDTA on the distribution of kits. SDTA will also make recommendations for ad space in meeting trade publications. The ED noted funding for the kits came from District Two.

The ED said the Destination Sales Team continues to evaluate future meeting collaborations. There are currently seven meetings either booked or pending approval. The seven groups are highly-influential groups with the ability to recommend Coronado as a meeting destination to others. At the request of the Sales Team, Barbara has collected banquet data for them to share with groups wanting to schedule a group meal away from the hotel. The ED said there are twelve delegates from Coronado traveling to Minneapolis in late May to meet with group meeting planners. The ED reported the Sales Team is assembling an Advisory Board to consult the CTID on ways to improve our messaging and tactics for attracting groups. They are scheduled to arrive in September.

6. **Review and Possibly Approve Funding Community Banner Programs.** The ED introduced Kelly Purvis, Contract Arts Administrator. Kelly spoke about the proposed banner program. She noted that approval would come from MainStreet, Cultural Arts, CTID and the City. She felt banners were an effective way of decorating the City of Coronado, celebrating significant community events and holidays. Kelly showed examples of banners from other cities.

Kelly reviewed the list of banner standards which included a stipulation that the banners be designed by professional artists and be made of high-quality material to withstand

Coronado's weather. She assured the Board that the banners would be cleaned, stored and replaced after display to prolong their life. The banners are not intended as a medium for advertising commercial sponsors or events that the public could not attend nor are political or religious statements accepted. If approved, she anticipated the first banners to be displayed by late June 2016. The cost for Year 1 would be \$29,960 for banners on Orange/First Street to RH Dana (40 banners); Year 2 would cost \$29,172 and would extend to City Hall (60 banners); Year 3 would cost \$22,619. Kelly requested that the CTID fund the program through the Community Improvement Fund. Regular updates would be given to a representative appointed by the CTID and the CTID would receive an update in January 2017 to consider funding subsequent years.

Sean Clancy asked whether Year 1 would include banners down the Silver Strand. Kelly said Silver Strand banners were planned for Year 2. Phil Monroe asked for the cost of hardware. Kelly responded the cost for banners was \$75 plus \$71 for installation. Andre Zotoff asked whether the banners could acknowledge companies (such as Google) meeting at the hotels. Kelly responded that the banners are not intended for commercial use and would need City Council approval. Eddie Warner said MainStreet has been coordinating the banner program for years with a local designer and further suggested using designers that have completed projects for the CTID. Kelly reiterated that a committee would work collaboratively so there is unilateral input, including a representative from the CTID. She said she'd consider the designers who've worked with the CTID in the past as well as others that have completed banner programs elsewhere. Claudia Ludlow suggested approving the \$15,000 in additional costs so the banners can reach City Hall in Year 1. Sean Clancy agreed and said it's a great way to continue the theme further south, closer to Loews Coronado Bay Resort and the Coronado Cays. *Motion to approve three-year banner program using Community Improvement Fund plus additional funds to extend the banners to City Hall: Clancy, Second: Zotoff. Approved 7-0.*

7. **Adjournment.** The meeting was adjourned at 2:52pm

Claudia Ludlow, Chair, Date

Todd Little, Executive Director, Date