

# Coronado Tourism Improvement District (CTID)



## **Minutes from CTID Advisory Board, Board of Directors, Interim Advisory Board of Proposed TID June 4, 2015, Council Chambers, Coronado, California.**

1. Call to Order. The meeting of the CTID was called to order at 2:02 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Mary Ann Berta, David Spatafore, Phil Monroe and Cindy Anderson. Eddie Warner joined the meeting in progress, Nusrat Mirza was absent.
2. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter from the City of Coronado, Derek McCann and George Allen from Loews Coronado Bay Resort, Rita Sarich and Caroline Murray from Coronado MainStreet, Janet Francis from the Visitor Center and Sue Gillingham of Hotel Marisol Coronado.
3. Approval of Minutes, May 7, 2015. *Motion for approval: Monroe, Second: Anderson. Approved 6-0 (Warner had not arrived.)*
4. Staff Discussion. The ED announced that the April assessment came in 10% over projections. \$56,134 was collected during April, bring the YTD total to \$522, 807. The assessment is pacing at +4% with two months remaining in the fiscal year.

On Tuesday June 16th City Council will have one last public hearing for the establishment of the second Coronado Tourism Improvement District.

Last week the ED confirmed that the audit of the CTID's accounting procedures found no errors.

The Coronado Summer Shuttle is set to roll on Sunday. Last Monday the ED reviewed the wrapping installation. Yesterday he attended an orientation for the drivers of the shuttle so they understand what it is the City is hoping to accomplish. The ED thanked the Planning Subcommittee for generating and developing the artwork.

On Wednesday the Sales & Marketing teams at the assessed hotels met with San Diego Tourism Authority to best plan FY16. They will report back to the Board on July 2, 2015.

Claudia Ludlow said the CTID will sponsor a new event for visitors to enjoy on July 4th. Before 9/11/01 Navy SEALs provided a rescue demonstration in Glorietta Bay. The City is bringing back a smaller scale parachute jump and rescue demonstration from the Coast Guard.

Phil Monroe commented on the CTID's Annual Report for FY15. He thought it was terrific and encouraged other Board Members to take another look at the report they received in May.

5. Oral Communications. None.

6. Review Options for Community Improvement Fund, Approve Direction The ED said there has been a number of conversations in the past about the rusted fences on each side of the Silver Strand. The fence that is north of Loews Coronado Bay Resort was the focus initially, but the ED learned the fence is managed by the Navy and realize nothing would change easily. The discussion then flipped to the southbound fence from the RV Park to Loews. The CTID cannot fund that because the assessment cannot benefit another lodging option. The ED researched two other options suggested by Board Members: the aesthetics of the trash cans downtown and drought-friendly options along Orange Avenue.

Cliff Maurer, the Director of Public Services and Engineering began a presentation that stemmed from a conversation that included David Spatafore, the ED and City Manager. Cliff recommended a beta-test of new trash cans that were less tall than other cans recently tested. The cans would have a side opening for greater ease during collection. To accommodate the beta-test, the CTID could purchase trash cans from the Community Improvement Fund at an estimated cost between \$17,500 and \$25,000. The cans would replace the square concrete trash and recycling receptacles. They would be consistent with iconic look of Coronado along the downtown block. The existing cans are not ideal for locations that offer food to go. Overflow has been a concern. EDCO, the City's waste hauler would work with the City to better schedule collections at food locations. The new cans should be covered with dome top to discourage savaging and bird poaching. After the beta test period several Coronado organizations would work with Design Review on any plans to continue or modify the cans being tested.

Cliff Maurer then discussed recent mandates from the State of California to reduce water consumption including one that restricts the watering of ornamental grass on public medians. He was careful to point out the medians in Coronado are not ornamental because they are used for recreation and picnicking by residents and visitors. The median is lined with an antiqued sprinkler system that generates overspray despite newly installed sensors that ration water use. Cliff prepared a solution for overspray and water consumption and recommended testing it on the 200 block of Orange Avenue. The idea involved moving the dated sprinkler heads 3' closer to the center of the median (away from the current base along the outer curb.) Naturally the grass between the curb and the newly-placed sprinkler heads would soon die. This would allow the City to replace the turf with an attractive use of permeable materials such as pavers, stone or drought-friendly plants. He recommended retaining a professional landscape architect to provide a series of design mock-ups for the City to consider. The estimated cost of the design options would be between \$5,000 and \$10,000.

Andre Zotoff acknowledge there would be a great number of opinions on this, but he voiced concerned with using the Community Improvement Fund on what many would consider to be capital projects of the City. Eddie Warner agreed with Andre and said the CTID's contribution to the Coronado Summer Shuttle is different because it is not a capital improvement. David Spatafore said he could see that line of thinking, but without the CTID's help this project will continue to be stuck. Having discussed this topic with the City one year ago, David felt the CTID should provide seed money to get the project started. David felt the test made sense so Design Review oversee the process, eliminating personal opinions that derailed the project previously.

Claudia Ludlow said she shares the same concerns with the existing trash cans and collection process. Before leaving the meeting, Phil Monroe felt the project was important and as with the way-finding signage initiative, it needed seed money so it would be done correctly. Andre Zotoff felt the Community Improvement Fund should be used for another good cause, such as extending the Shuttle to Loews Coronado Bay. Mary Ann Berta felt the CTID needed to act on this project because the existing trash can system is disgraceful.

Cliff Maurer said a beta-test of usage will allow the CTID to shorten the lengthy approval process for Design Review. He also said in the past negative reviews given by the Coronado Chamber and Coronado MainStreet have paused development. Cindy Anderson, who now represents the Chamber, said the vantage point from her salon allows her to see the need for an improved trash can and recycling collection plan. She felt it was critical that both types of cans be nearby (because recycling materials would otherwise be mixed with trash.) Cliff explained that recyclables are sorted from trash, but pairs of cans are easy options.

Claudia Ludlow suggested building a united front between the stakeholders so something is done. She suggested getting a proposal in front of Design Review within three months. David Spatafore suggested composing a letter on behalf of the CTID, Chamber and MainStreet to underscore the interest and urgency to get a trash can project started. Eddie Warner offered to serve as the lead to develop the appearance criteria. Rita Sarich of Coronado MainStreet said the City established a downtown enhancement plan long ago. It prescribes an authentic look that fits in scale with Orange Avenue. Recently, two cans were evaluated but were considered underwhelming. She said Coronado MainStreet would be open to working again the Chamber and CTID on the project. She also said she was concerned the proposed water conservation plans would ruin the gardens her organization works to maintain and fund. The Board chose to split the topics. *Motion to have the CTID, Chamber and MainStreet work collaboratively on future trash cash solutions (Warner to lead) Anderson. Second: Warner. Approved 6-0 (Monroe had left the meeting.) Motion to table funding water-saving landscaping designs along the medians: Anderson. Second: Spatafore. Approved 6-0.*

7. Review Community Events Program, Approve Direction. The ED pointed out why the program began in 2010. Besides generating greater attendance for local events, the program demonstrated goodwill by the CTID and better positioned Coronado as a lively destination. In the May meeting the Board felt Coronado events might seem more attractive if marketed as a dinner date option for San Diegans. The ED felt there were a number of new dining options that could further that campaign. He did concede that Coronado lacks a marquee event that is dynamic and "sexy."

For the purpose of demonstration, the ED picked six Coronado events as thought starters. He then began discussing the media he was asked to evaluate: radio/TV traffic sponsorships and Pandora music streaming. He felt they were not similar because they each provide unique listening options. Both options were considered valuable because they do deliver potential customers to marketers. The ED said the penetration of Pandora in the US is only 19% (versus 92% usage of radio across the country.) Pandora's ability to track listener response clearly trumps radio (which has no ability to measure listener interaction.) Pandora can also geo-target ads so they are delivered with precision to exact zip codes, gender and age groups. Radio beats Pandora when it comes to audience. The listenership of Pandora is less than each of the top 15 radio stations in San Diego. The ED acknowledged the bright future for Pandora and felt it was a growing medium the CTID needs to consider. The cost to advertise on Pandora is relatively low. Radio provides ample data on the household income of their listeners, Pandora does not. This did not discourage the ED from including Pandora in his recommendation for the Community Event Program. He felt the \$25,000 budget would be best split with \$17,000 for radio ads that are placed five days prior to a local event. \$7,500 would be applied towards audio and banner ads on Pandora. The remaining \$500 would be reserved for voice talent costs.

Andre Zotoff felt putting money behind the annual "Skating by the Sea" event was not ideal because the rink is already full and the Hotel del Coronado markets the event as well. David Spatafore said it might make more sense to include Skating by the Sea in a campaign that promotes all of Coronado's holiday events and nuances. Cindy Anderson felt Coronado's Holiday Parade could be included under that scenario.

Eddie Warner questioned whether the Coronado Speed Festival was worthy of promotion because visitors often drive directly to and from Naval Base Coronado (where the event is held.) Mary Ann Berta disagreed that Speed Festival guests do not frequent local businesses before and after the event. She believes many bayside businesses enjoy new transactions because of the event. Claudia Ludlow said her Inn receives 90 room nights from exhibitors and visitors of the Speed Festival.

Cindy Anderson questioned whether the existing structure of the Community Events Program truly benefits local businesses. She asked if the CTID should once again distribute grant money so events can best promote themselves. Eddie Warner said the existing funds have been pooled to provide a greater impact for all.

Derek McCann of Loews Coronado Bay Resort felt the CTID needed to have a greater global vision with the program. He felt parking in Coronado was immensely difficult and perhaps the funds could be used to educate visitors on car-free options within the city. Janet Francis of the Visitor Center encouraged the Board to consider utilizing other programs that could bring visitors in San Diego to Coronado. They included advertising options at the Convention Center and at the Cruise Ship Center. *Motion to table the topic until another time: Spatafore. Second: Anderson. Approved 6-0.*

8. Closed Session: Compensation Plan for Executive Director. The Chair announced the Board had empowered her to discuss approved terms with the ED. They will be voted upon July 2, 2015.
9. Adjournment. The meeting was adjourned at 4:08 pm

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Claudia Ludlow, Chair, Date

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Todd Little, Executive Director, Date