

# Coronado Tourism Improvement Districts (CTID)



## Minutes from CTID Advisory Board & Board of Directors March 3, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting of the CTID One & Two was called to order at 2:04pm by Claudia Ludlow. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Mary Ann Berta, Nusrat Mirza, Phil Monroe, Eddie Warner, Cindy Anderson and David Spatafore. Sean Clancy was absent. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter of the City of Coronado, Sue Gillingham from Coronado Chamber of Commerce, Michael Donovan, Amy Stirnkorb of Blue Bridge Hospitality, Susan Keith, Ann Keyser of Hotel Marisol.
2. **Approval of Minutes.** Eddie Warner corrected a paragraph on Page 3 to say the radio campaign should be redirected to promote events throughout the year, not just the off-season. *Motion for approval: Ludlow, Second: Mirza. Approved 8-0.*
3. **Staff Discussion.** Claudia Ludlow said several Board Members still needed to complete a Form 700, as directed by the City Clerk.

The ED introduced Barbara Wainwright. She will be assisting the ED, the Board and City.

In January, the CTID assessment totaled \$38,331. In District Two the total was \$38,277. January was down 14%. The grand total for District One in FY16 is \$368,795, 4% off projections for the year.

The CTID's local marketing ended February 29th so there's a clear distinction between off-season efforts and the summer season. The Board will hear a complete summary of the local marketing efforts in May.

4. **Oral Communications.** David Spatafore commented on the unusual volume of visitors recently. He attributed them to curiosity with the shipwreck and not the local marketing campaign. He recognized concerns from a few citizens who were upset with the CTID's TV

campaign. He felt the CTID should continue to remind residents the campaigns are privately funded by the CTID assessment.

5. **Review and Approve Draft FY17 Annual Reports-Budgets.** The ED thanked Board Members who offered some perspective so he could begin the annual review process. He said the document includes summaries and management plans for both districts. The Board was free to edit the existing data and more was still to come. The Board reviewed a series of achievements for FY16 as well as nine goals for FY17. The ED recommended limiting the list of goals to those most obtainable. He updated the Board on the status of FY15 goals. Eddie Warner asked that quarterly reports be sent to the Board. She questioned whether Advisory Board Members must be residents. David Spatafore recalled that mandate from the inception of the CTID. Eddie asked to change "businesses owned and operated by locals" to "local businesses." She also asked to change the heading of "Holiday Season Promotion" to "Off-Season Promotion". Andre Zotoff said the first two weeks of December are a growth opportunity. He felt funds could be applied towards something kid-friendly. Mary Ann Berta asked to leave the wording as is. The ED suggested adding "off-season" to the paragraph and adjusting a goal to read "and/or other off-season events." Andre Zotoff asked to change the word "tactics" as defined in the SWOT analysis to "threats". He felt in the future the Board should meet to develop a shorter, more targeted list of goals. Phil Monroe recommended omitting the goal pertaining to recruitment of ideal Board candidates. *Motion to approve draft FY17 Annual Reports reflecting these edits and other minor corrections: Spatafore, Second: Anderson. Approved 8-0.*

The ED then reviewed a draft budget based on a 3% increase in the CTID assessment for FY17, 5% increase for FY18. He said the scope of work for the San Diego Tourism Authority during those years is to be determined. Because customers from San Diego usually arrive by car, the ED recommended phasing out the local marketing budget but supporting the business community with other programs. The ED lowered the annual cost of wages for the Administrative Assistant. He added a new expense of \$5,000 to replace CoronadoTourismDistrict.org. At the suggestion of Eddie Warner, the ED advised the Board that the retained earnings were significant. He said increasing selected budget lines was an option. Eddie Warner suggested creating a new line for a new creative campaign for local marketing that needs to be developed. She recommended splitting a few expenses that could be divided between the districts. Andre suggested leaving the retained earnings for now until it can be determined where they may be best invested. Tom Ritter thought the Admin Fee for the City was \$5,000 per district. David Spatafore suggested leaving the local marketing budgets at \$85,000 and using some of the funds for smart projects that support the local business community. Eddie Warner felt a 3% increase in assessment was low compared to the budget committed to marketing group meetings at the assessed hotels.

Andre Zotoff responded a 3% increase is considered a very good growth percentage for hotels. He also suggested leaving the retained earnings as they are because securing group business can take upwards to five years and having available funds is important. *Motion to approve draft budget: Mirza. Second: Berta. Draft budget approved: 8-0.*

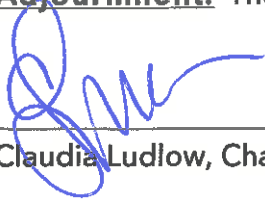
6. **Review and Possibly Approve Funding Valet Program.** The ED introduced David Spatafore who asked to speak about a valet program that may be considered for the Community Improvement Fund. David proposed beta-testing a three month valet program to address Coronado's most common concern with vehicles. He suggested operating the beta-test between Memorial Day and Labor Day. His plan would utilize a parking facility, with 55 spaces, one block away from Orange Avenue. It is within walking distance of a dozen restaurants and numerous businesses between them. He will ask the City to remove five parking spaces near B Street (at Orange) but add six spaces downtown where previous valet programs had not been maintained. David suggested charging patrons \$7 for day parking and \$10 in the evening. The total cost to run the program would be \$40,000 but only if the service completely failed and no patrons participated. Funding from the CTID would cover the difference between the monthly cost of \$13,500 and collected funds from patrons using the service. To encourage usage, he recommended effective signage along Orange Avenue for northbound and southbound drivers. Eddie Warner thought the program was great and requested a copy of the presentation to share with MainStreet. Nusrat Mirza agreed and said there is a demand for parking options and most would accept paying for those spaces. Andre Zotoff said guests will pay for the convenience but questioned whether they will walk several blocks between the valet and their destination. He felt the pricing was very competitive. Sue Gillingham was sensitive to businesses that may lose loading/valet zones in the proposed plan. *Motion to approve funding: Spatafore. Second: Berta. Approved 8-0.*

7. **Review By-Laws to Provide Direction on Representation.** The ED said the terms of three Advisory Board Members will end in June. Several organizations have asked for clarification so they can best select a representative. Some of the scenarios that have been discussed conflict with the by-laws of the CTID. The Board was asked whether or not the Chamber, CHA or MainStreet may name someone to fill their chair who may not specifically be a Board member of their organization. For example, it could be an Executive Director or Staff Member. The ED said the Board retained final say whether that non-Board Members is suitable for the chair when members are approved in June for the following fiscal year.

Andre Zotoff felt it was unfair to force an organization to choose someone from their Board. Phil Monroe said the Executive Director of Coronado Historical Association wanted to recommend a non-Board Member, Janet Francis, for their chair on the CTID. Coronado

Chamber Executive Director Sue Gillingham said her Executive Committee envisioned having her representing them (even though she is not a Board Member.) *Motion to not enforce the by-law mandating a Board member fill a Chair for Coronado Chamber, Coronado MainStreet and Coronado Historical/Visitor Center: Warner. Second: Monroe. Approved 8-0.*

8. **Adjournment.** The meeting was adjourned at 3:40pm



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Claudia Ludlow, Chair, Date



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Todd Little, Executive Director, Date