

# Coronado Tourism Improvement District (CTID)



## **Minutes from Advisory Board/Board of Directors Meeting November 6, 2014, Council Chambers, Coronado, Ca.**

1. Call to Order. The meeting of the CTID was called to order at 2:03pm. The following CTID Advisory Board/Board of Directors were present: Andre Zotoff, Denise Schwab, Mary Ann Berta, Nusrat Mirza, Eddie Warner, David Spatafore and Phil Monroe. Claudia Ludlow and Brian Johnson were absent.

Also in attendance: Executive Director (ED) Todd Little, Assistant Coronado City Manager Tom Ritter, Sue Gillingham from Hotel Marisol Coronado, Karen Finch from Coronado Chamber of Commerce and Janet Francis from the Coronado Visitor Center.

2. Approval of Minutes from September 4, 2014. *Motion for approval: Schwab, Second: Mirza. Approved 6-0*, Eddie Warner did not vote because she was absent in September.
3. Staff Discussion and Updates. The ED provided a summary of the CTID assessment. In September the assessment totaled \$41,992. For the fiscal year the total was \$204,605, up 3% year-over-year, but is 2% off of our budgeted totals.

The CTID Benefits Study is expected to arrive within the next two weeks. The Chair may call for a special meeting to review the study. Another option may be to hear the report during the December meeting. The ED would like to get this to City Council as soon as possible.

The CTID bookkeeper and tax expert are finalizing the tax return for the CTID. It's due on the 15th.

4. Oral Communications. None.
5. Review and Approve Play Across the Bay Campaign. The Board packets included examples of the CTID's local marketing campaign, a fresh approach to Play Across the Bay. The common thread throughout the campaign is "discover things you never knew you could do in Coronado." The ED said visitors may not know much about categories such as fine dining, boutique shops and exceptional spas.

The ED provided copies of the first print ad that was approved by the Local Marketing Subcommittee. It promotes culture and live theatre, another category that's not typically associated with Coronado. The gondola in the photo is very unique, but somewhat unknown to guests.

The Play Across the Bay campaign includes a number of broadcast components including radio and TV. The ED showed :05 and :10 TV spots plus a :15 hyperlinked pre-roll ad that plays before videos on Sunset.com and KFMB-TV.

The Board packet included a timeline for the marketing campaign. The ED said the media strategy is very broad and strategically timed to strengthen revenues during January and February.

The ED said all of the marketing points to VisitCoronado.com. Raindrop Marketing has set up analytics to monitor the traffic produced by the campaigns. The ED said hyperlinked materials are easy to track. He said broadcast media and print can drive clicks, but are best at keeping Coronado "top of mind."

Phil Monroe thought the campaign should only show Coronado in the background of photos (not the San Diego skyline or Point Loma on sunset shots.) He suggested more shots from Coronado landmarks such as the Silver Strand. David Spatafore said Coronado does not offer the same dramatic background. Andre Zotoff liked the campaign but encouraged more diversity in the future. He felt it was too Caucasian and should acknowledge other races and the gay community. Eddie Warner felt the retail photo misrepresented Coronado's shops and boutiques. She felt it was not what is typically found in Coronado and was better suited for something such as South Coast Plaza. Andre Zotoff felt the photo was elegant, current and intriguing. Mary Ann Berta agreed with Andre, saying the retail photo could easily be used for her clothing store. Eddie felt the legs of the lady in the retail photo distract the reader so they may not understand what exactly was being advertised. David Spatafore said the photo would attract more upscale shoppers, those not interested in trinkets and sand toys. Nusrat Mirza felt the photo was appropriate because upscale ladies apparel can be found in Coronado.

He felt today's consumers are difficult to engage and the photo worked well. Denise Schwab felt the photo was not an exaggeration of what a visitor would find in Coronado. Sue Gillingham of the Hotel Marisol did not see the shopping bags in the retail photo, her eyes were drawn to the legs of the woman in the photograph. She felt the photo would be misleading to those who shop outside of the Hotel del Coronado. She added that the photo work for engaging international guests. *Motion to approve marketing campaign: Spatafore. Second: Schwab. Approved 6-1.*

6. Review and Approve Website Collaboration. The ED recognized Janet Francis from the Visitor Center who helped design, develop and deliver the new website. The collaboration was strengthened by the creative team at Raindrop Marketing. The website serves two roles: 1) engaging potential visitors who saw or heard the CTID's marketing messages 2) navigating existing guests looking for new things to discover.

The ED said the team went to great lengths so the website has big powerful images, simple navigation and looks great on whatever device using it. The team wanted to have a collapsible menu so it wouldn't cover up the main photos.

The balls at the bottom of the front page were originally added to bring color and fun to the page. The development team thought it would be an opportunity to bring more menu options to the visitor, more things to learn about Coronado.

Video is an important addition to the Visitor Center website. To start, the CTID produced three videos to inform visitors.

Over 80% of the photos on the website are new, including three photos for most of Coronado's businesses. Each tourism-based business was given it's own profile at no cost. The team has the ability to add logos, web videos and quick links for booking a room, a table or spa appointment.

The ED closed by saying websites are never done. There are some kinks to work out and some new content to add.

Janet Francis thanked the CTID for funding the new website and agreed there's still some details to finish. She said the website has consistent traffic from previous visitors and the new marketing campaign will drive even more unique visitors.

Andre Zotoff thought the photos on the front page needed work. He cautioned the use of flags to promote the language translation tool. He suggested exploring the use of banner ads in the future to offset the cost of additional development and videos. Phil Monroe

voiced concern with the live webcam, especially at night. He thought the images were poor in quality. He suggested live cams on Orange Avenue. David Spatafore said Coronado can be largely vacant at night and it could portray Coronado as a ghost town. Andre Zotoff said the webcam is pointed towards the Hotel del Coronado structure at night and is turned off during bad weather. Nusrat was excited to see the website evolve. He felt the Visitor Center logo was a bit large but otherwise it was a job well done. *Motion to approve website collaboration: Schwab. Second: Spatafore 7-0.*

7. Adjournment. The meeting was adjourned at 3:05 pm

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Denise Schwab, Secretary, Date

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Todd Little, Executive Director, Date