

Coronado Tourism Improvement District (CTID)



Minutes from Advisory Board/Board of Directors Meeting July 16, 2014, Coronado Island Marriott Resort, Coronado, Ca.

1. Call to Order. The special meeting of the CTID was called to order at 2:07 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Mary Ann Berta, Denise Schwab, Brian Johnson, Nusrat Mirza, Eddie Warner and Phil Monroe and David Spatafore. Andre Zotoff was absent.

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

2. Approval of Minutes from June 6, 2014. Eddie Warner suggested two clarifications: Page 2/Paragraph 4: "...meeting bookings who are compensated..." and Page 3/Paragraph 3: "He was told it means the sales director researches group business in the incentive market, whereby those clients are rewarded with trips based on their company incentive guidelines and rewarded with a trip to our destination." *Motion for approval: Schwab, Second: Johnson. Unanimously approved 8-0*
3. Staff Discussion and Updates. The ED said the Board packet included the latest May assessment total that is 11% greater than projections. \$46,350 was collected, bringing the year to date total to \$525,092. Also in May the CTID assessments crossed the two million dollar mark; since July 2010 the assessments have totaled \$2,042,218.

Development continues with the website collaboration with the Visitor Center. The packet included a copy of the Memorandum of Understanding. Janet Francis of the Visitor Center is working with the ED and Raindrop Marketing on basic layout and capabilities.

The Community Events webpage is almost ready for review. Ads promoting this project will debut in the September issue of LA Magazine.

4. Oral Communications. Tom Ritter updated the Board on the usage of the Free Summer Shuttle. This year the Shuttle launched a month earlier, (June 8th versus July 5th) than in 2013. Those additional days in June saw a 566% increase in ridership. He also mentioned that residents of the Cays were given vouchers to ride the 901 Bus at no cost on July 4. Phil Monroe asked Tom to consider sharing 901 vouchers with guests of the Loews. Brian Johnson encouraged including Loews in next year's Shuttle strategy, perhaps at selected times of the day so it would not require an additional shuttle bus to operate. The Shuttle was not effectively promoted within Loews last year and he would commit to improving awareness of the service with his guests. Eddie Warner asked if the City would consider funding the service year-round. Tom was unsure if that was possible.

5. Approve Directors, At-Large Members and Officers. The ED explained this item pertains only to the Board of Directors for the 501 (C) 6 side of the Coronado Tourism Improvement District. Each year, so there's compliance with the bylaws of the non-profit, the seven Directors, two At-Large Members and four Officers must be approved separately. *Motion to approve seven Directors for FY15: Schwab. Second: Warner. Approved 8-0. Motion to approve two At-Large Members for FY15: Monroe. Second: Johnson. Approved 6-0. Motion to approve Officers for FY15: Ludlow. Second: Schwab. Approved 8-0.*

6. Review FY14 Local Marketing. The ED outlined the brief history of the \$73,000 budget as well as its target goals (increasing the number of day visits from San Diegans between 35-54 with a household income of \$110,000 or greater.) The program included:

San Diego Magazine, 4 issues	\$12,000
Performances, 4 issues	\$9,700
SD Home & Garden, 4 issues, email, banners	\$9,000
Total Traffic Radio, 18 stations, 5 week campaign	\$22,300
UT San Diego, banners, email, advertorials	\$20,000

The ED said although the FY14 budget was actually less than FY13, he projected more impressions (6.3M.) The end total was actually 11% more (7,031,210) and the cost per thousand (CPM) was \$10.38.

In the August 7th meeting the ED will present his media recommendations after meeting with the Local Marketing Subcommittee in late July. The FY15 budget is \$80,000 and the Board will provide campaign direction. In FY15 the campaigns will be better tracked because the new CTID website will have analytics to trace visitor behavior.

Eddie Warner asked about the impression count with UT San Diego. She was told an impression is served each time the banner ad appears on a webpage. Even though it may not catch the viewer's eye (or is clicked,) the impression counted.

7. Review Marketing Campaign Options/Approve Direction. A number of factors led the ED into pitching two new ideas for the FY15 local marketing budget:

- Because there was no national spending to attract leisure guests, the stakes were higher for the \$80,000 local marketing strategy.
- “Come and Play Across the Bay” is approaching it's third year of usage
- More than ever there was a need for a strategy that differentiates Coronado from San Diego as a travel destination.

The ED summarized how each of the destinations largest categories (lodging, hospitality, retail and recreation) provides visceral experiences for guests. While there are everyday transactions, we strive to provide deeply rewarding moments that produce genuine satisfaction. Guests show their appreciation through sometimes-subtle sighs, smiles, gasps, squeals and pauses. The ED felt the CTID could develop a marketing platform around our ability to provide these reactions: *The Land of Ahhhs*. He liked that it touched on Coronado's ties to the Wizard of Oz (but wasn't Oz-centric.) He felt the concept was broad enough to impact the different types of guests Coronado welcomes. The name, he felt, differentiated Coronado from San Diego and the entire platform wasn't one dimensional...it could apply to the CTID's needs with marketing, website development, group collateral and even outreach as diverse as outdoor billboards.

The second concept pitched by the ED stemmed from our need to sell the entire destination of Coronado. The ED recalled hearing one hotelier say that arriving guests know about the Hotel del Coronado and our beaches, but beyond that, they are often unaware of the variety of things to “do” in Coronado. Assuring them that there are many things to do would help us attract and engage potential guests. Suggesting things for them to do (or choose from) empowers them. They can indulge themselves in things they've dreamed of and what connects with them. Offering itinerary ideas would also balance spending across all four categories (lodging, retail, hospitality and recreation) and Coronado's business districts. The ED commented that the name Coronado afforded

the CTID a unique platform. The word “do” appears at the end of Coronado and could be used to point out things to do in our hotels, restaurants, shops and landmarks. Examples:

- Do candlelight (dining)
- Do something historic (historic tours)
- Do 19 holes (craft beer tasting)
- Do snooze (luxury hotel)
- Do extra sprinkles (food)
- Do try it on (retail)
- Do a show (recreation)

In a short video the ED showed how the campaign might look with the “do” of Coronado converting into very strategic do statements. The “Do” campaign could also address the CTID’s need for marketing, group meeting outreach and web development.

The ED said the Planning Subcommittee had reviewed these concepts and thought a hybrid between “Come and Play...” and “Do” would be the most cost-effective and time sensitive approach for the FY15 efforts. Most of the Committee felt the current “Play” campaign could benefit from updated photos and “Do” suggestions. They felt this approach would be used until a campaign such as “Ahhhs” or “Do” could be fully developed. (Andre Zotoff was unable to attend the Planning Subcommittee meeting and favored a fresh approach with the “Do” campaign.) Claudia Ludlow said she preferred to change the campaign because “Come and Play...” has been seen and her guests at Glorietta Bay Inn constantly ask about things to do in Coronado. Denise Schwab felt the “Do” campaign would have a greater impact. Mary Ann Berta has grown tired of “Come and Play...” and it may no longer resonate with readers/viewers because it has been used for two years. She felt “Do” was better than “Ahhhs.” She was also concerned about spending money to update “Come and Play” and “Do” in the near future. Nusrat Mirza felt the “Do” campaign was good but campaigns take time to be developed. He felt it made sense to launch the campaign across several platforms (marketing, web, etc.) at the same time. He is seeing a trend with guests wanting more activities (kayaking, paddleboarding, etc.) Eddie felt it would be best to spend a little to update “Come and Play.” She felt it made sense to see the creative direction SDTA offers for the group business outreach; perhaps it could be another option locally. David Spatafore felt the images used in marketing were more important than taglines or copy. He felt the “Do” campaign was best utilized in digital media. He favored modifying the look and direction of “Come and Play...” so the photos engage the reader. He felt “Do” was a sub-campaign of “Come and Play.” David liked the power of suggestion photos provide. Phil Monroe loves “Come and Play...” and envisions having it freshened for possible usage at

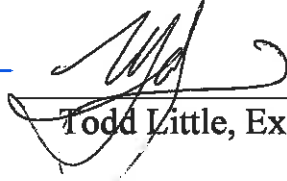
the San Diego Airport. Video screens at baggage claim caught his eye recently and he thinks they may best reach visitors who don't read San Diego Magazine or the newspaper. Denise Schwab asked if we knew the cost of developing "Do" or modifying "Come and Play." The ED said he could provide that information. Nusrat felt it was important that the CTID campaigns are relevant for leisure and non-leisure guests alike. He thought it was best to have both a short term and long term plan. David Spatafore suggested getting estimates for:

- 1) Developing the Do campaign
- 2) Updating the "Come and Play" campaign with a new look/photography/activity theme
- 3) Modify "Come and Play" photography and text (but leave the header as is.) *Motion to request three those estimates and potential timing from Ideaworks: Schwab. Second: Spatafore. Approved 8-0.*

Before adjourning Phil Monroe thanked Janet Francis for providing volunteers to the hoteliers so they could best sell the destination during a recent group planning familiarization tour. Janet added that she has also been contributing to the photography that will be used on the website and possibly the marketing campaigns.

8. Adjournment. The meeting was adjourned at 3:27pm

 9-4-2014
Denise Schwab, Secretary, Date

 9-4-2014
Todd Little, Executive Director, Date