

# Coronado Tourism Improvement District (CTID)



## Minutes from Advisory Board/Board of Directors Meeting August 7, 2014, Council Chambers, Coronado, Ca.

1. Call to Order. The meeting of the CTID was called to order at 2:06 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Denise Schwab, Brian Johnson, David Spatafore, Eddie Warner and Phil Monroe. Nusrat Mirza and Mary Ann Berta 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, Tony Perri from Coronado Island Buggy Tours and Robby Ceriale of the Hotel del Coronado.

2. Approval of Minutes from July 16, 2014. *Motion for approval: Schwab, Second: Johnson. Approved 7-0*
3. Staff Discussion and Updates. The ED said the Board packets included an assessment update for June. Technically, June 2014 was down 2% compared to June 2013. A total of \$53,969 was collected, bringing the year-end total (FY14) to \$579,061. That's almost 6% over last year's total, a difference of \$32,531.

The packets also included a draft of the CTID's Q4 Report due to the City on August 15th. The report will soon be supplemented with Q4 financials and year-end statements.

4. Oral Communications. Tony Perri of Coronado Island Buggy Tours discussed his 8-passenger golf cart. It was purchased after last year's successful service during summer. Tony asked to follow up with each hotelier to discuss offering private 50-minute tours to guests and VIPs. Andre Zotoff suggested adding Loews Coronado Bay Resort to the route so the CTID could fairly consider the service. Tony added that golf carts like his are banned on highways with speeds over 35 mph.

Sue Gillingham said the Hotel Marisol Coronado is now open. A grand opening is tentatively set for September 6. Claudia Ludlow asked about their opening rates. She was told between \$239-\$299.

5. Approve Webpage for Community Event Program. The ED mentioned that the Board packets included a copy of the print ad that will debut later this month in *LA Magazine*. The ad will appear in 576,000 copies of the magazine. The CTID is wrapping up the webpage to accommodate reader interest in Coronado and local events. The page positions Coronado as a lively destination with hopes Angelenos will identify one or two events and book a stay in a CTID hotel around the event. Raindrop Marketing has a little bit of work to do on the page but it will allow the CTID to track reader response. The page includes hyperlinks for each of the featured events as well as the online reservations pages for the CTID hotels.

Eddie Warner asked if the photo in the ad could be altered in the future with one that better depicts Coronado and local events. The ED said the couples photo was shot at Loews Coronado Bay Resort and it was important for readers to “see themselves” in the ad, booking a hotel stay during an event. Andre Zotoff thought the photo was great because it resonated with couples instead of families (those with children are less inclined to travel in the off-season.) David Spatafore mentioned being impressed by a photo of a similar couple in a recent print ad for Loews. Eddie felt the Valentine’s Day 10K should not be listed because that weekend is historically sold out. Claudia Ludlow said she gets business specifically from that 10K. David Spatafore thought the more events the better. Eddie asked if the Superseal event in March could be added to the webpage. She then asked if the page will eventually fall under the VisitCoronado.org domain. She was told that is the goal. *Motion to add Superseal to events webpage and approve webpage: Schwab. Second: Spatafore. Approved 7-0.*

6. Approve Creative Direction/Media Recommendations. The ED said about three weeks ago the Board reviewed his FY14 local marketing efforts and he would now make recommendations for FY15. He shared a presentation previously reviewed by members of the Local Marketing Subcommittee. He said while there was a temptation to invest the \$80,000 local budget in regional markets such as LA and Phoenix, he recommended placing the budget in San Diego as promised in the approved CTID Annual Report. He also recommended targeting San Diego residents instead of visitors in San Diego because the odds of engagement can be as short as a few hours for visitors (compared to 365 days annually for San Diego residents.) The ED said the ads typically appear during November and December then March and April. David Spatafore thought January and February were months of greater need (than March and April.)

The Board then discussed which campaign direction was best: 1) very little change to Come Play Across the Bay (CPAB) 2) Revising the CPAB campaign with a new look and direction or 3) developing the Coronado concept. The cost variance between the three was no more than \$3,000. The greatest investment would come from doing away with stock photos and hiring a photographer/models that best profile Coronado. Some on the Local Marketing Subcommittee preferred Option 1 temporarily until MeringCarson could develop the campaign for the CTID's outreach to group planners. Andre Zotoff felt waiting for MeringCarson would be a mistake because the strategies were not similar (one is for day-visitors, the other is business-to-business.) He favored trying something new. He felt "do" is a sustainable campaign with a long shelf life. Brian Johnson added that new campaigns take time to develop but he preferred the "do" strategy because of its uniqueness. Claudia Ludlow said because there was such a minor cost difference she preferred trying something fresh as well. She felt cost should not be a consideration because the CTID just collected \$32,000 more in assessments than planned. David Spatafore liked "do" but felt it leaned towards digital and non-print mediums. He felt it could be a sub-category to CPAB because "playing" and "doing" are one in the same. He added the photography was the most critical part of any campaign. He agreed that it was not ideal to make creative decisions based on cost. Eddie Warner said the CTID is developing both a website and a marketing campaign, perhaps the ideal creative concept could accommodate both. She felt an average person may not make the connection with "do" because it's not how the end of Coronado is pronounced. She suggested asking the CTID's agency (Ideaworks) come up with other ideas instead of tying their hands with the "do" concept. Brian Johnson felt either campaign would work with both the webpage and marketing. He echoed previous comments about the importance of great photography. With that, he said he could endorse Option 2 to develop a new look to CPAB using different photography. David commented that the new look should be activity based; things that resonate with a new generation of visitors. He added that if it doesn't work in the mock-ups a new direction could be taken. Andre Zotoff suggested including "do" statements in the design.

The ED then outlined the media recommendations he made to the Local Marketing Subcommittee. He felt it was important to consider media the Board has favored in the past. He also wanted existing vendors to "bring more to the table." He felt the budget should be diversified across several platforms so visitors are impacted through a variety of touch points.

The ED followed up Phil Monroe's interest in ads that appeared on the conveyor belt at baggage claim at the airport. Those ads were solely approved for the recent Comic Con event. The ED did review a video marketing opportunity at the airport but could not recommend it because the ads were not exclusively shown to San Diegans at baggage

claim (they also run at departure gates and passage ways.) The ED also declined to recommend UTSanDiego.com because they would not match last year's proposal.

The ED recommended dividing the \$80,000 budget four ways (\$20,000) to:

Sunset.com, Total Traffic, San Diego Magazine and KFMB-TV. The projected impression count could reach 10.8 million. He pointed out several highlights:

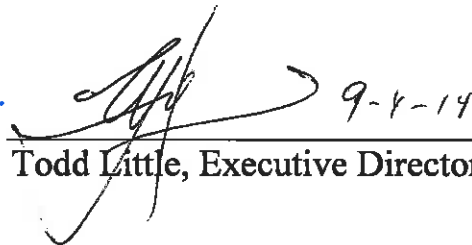
- 1) The budget finally allows for Sunset magazine through digital ads, email blast and video pre-roll.
- 2) Total Traffic stepped up their proposal to include TV traffic sponsorships and ads on Clear Channel's "IHeartRadio" mobile app.
- 3) San Diego Magazine has added a greater number of email blasts, digital ads and will place Coronado in the header of their webpage.
- 4) KFMB-TV would be a new frontier for the CTID. They have offered 74 video commercials (:05/:10,) digital ads and video pre-roll.

The ED said the Subcommittee agreed with his recommendation although there was concern about video pre-roll. Eddie Warner and the ED agreed they could be seen as an annoyance. The ED mentioned those ads receive a click-thru of about 10% (almost double of other banners.) Eddie also suggested starting some of the broadcast media in October. *Motion to develop Option 2 (revise CPAB,) incorporating an active direction and imagery, with "do" statements if possible. The media recommendation was approved to run mostly between November and the end of February. Spatafore, Second: Schwab 7-0.*

7. Adjournment. The meeting was adjourned at 3:03pm

 9-4-2014

Denise Schwab, Secretary, Date

 9-4-14

Todd Little, Executive Director, Date