



Meeting Minutes
August 3, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:03pm. The following Advisory Board/Board of Directors were present: Claudia Ludlow, Harold Rapoza, Eddie Warner, Sue Gillingham, Tom Mitchell, Nusrat Mirza, and Sean Clancy. Bobby Kennedy and Sue Godwin joined during Oral Communications. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Jacques Spitzer of Raindrop Marketing, Frank Spitzer, Christine Stokes and Maria Obst from Coronado Historical Association, and Tom Ritter.
2. **Approval of June 21, 2017 Minutes.** *Motion for approval: Clancy, Second: Mirza. Approved 7-0 (Kennedy and Godwin had not arrived.)*
3. **Staff Discussion.** For FY17, the assessment totaled \$670,476 per district. That is \$36,374 more than last year's total, an increase of 5.7% year over year.

The Destination Sales team has three important client events over the next 30 days. Representatives will attend the IncentiveWorks tradeshow in Toronto and Connect in New Orleans. Over Labor Day weekend, Coronado will host six clients at the Beach Polo event at the Hotel del Coronado.

Lastly, the July 4th parachute event funded by Discover Coronado went as planned. Three skydivers delivered the American flag and the flags from the five divisions of US military to Stingray Point.

4. **Oral Communications.** Christine Stokes from the Coronado Historical Association thanked the Board for donating \$15,000 towards the upcoming John D. Spreckels exhibit. Stokes informed the Board that an advisory committee was being formed to lead the direction of the exhibit, and invited the Board members to attend. The Board packet included the official invitation.

Jacques Spitzer from Raindrop Marketing outlined the marketing campaign for the Brian Bent Memorial Aquatic Center that Discover Coronado has funded the past three years.

Spitzer informed the Board that this year's \$10,000 investment generated \$114,881 in room bookings at the Glorietta Bay Inn and Coronado Island Marriott Resort. That number does not include the money spent at Coronado shops and restaurants, as well as the money brought to the Center. Mirza thanked Spitzer for his excellent work on the project. Ludlow emphasized the value of supporting these future Olympians in Coronado.

5. **Approve Board of Directors and Officers for FY18:** Each year, Discover Coronado approves the full Board of Directors and Officers as a 501 c 6 non-profit corporation.

Motion to approve Harold Rapoza, Jr. from the Hotel del Coronado as a Director: 7-0 (Rapoza and Mitchell abstained).

Motion to approve Tom Mitchell from the Coronado Historical Association as a Director: 7-0 (Rapoza and Mitchell abstained).


Motion to approve the nine Directors on the Board of Discover Coronado for FY18: 9-0

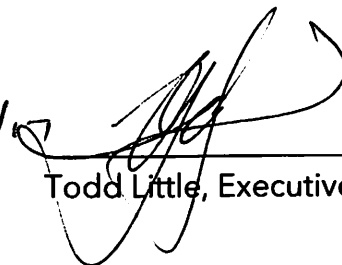
Motion to approve Claudia Ludlow as Chair, Sean Clancy as Vice-Chair, Sue Gillingham as Secretary, and Nusrat Mirza as Treasurer: 9-0

6. **Discuss and Approve Mass Transit for Film Festival:** The ED reminded the Board that Discover Coronado had donated \$5,000 to mass transit for the Film Festival during its inaugural year in 2015. The \$5,000 went towards the operation of one Old Town trolley that transported attendees to the various event locations, to and from hotels, and between Orange Avenue shops and restaurants. This year, the Film Festival has requested two trolleys in anticipation of the increased guest count. The cost for two trolleys operating between 9:30am and 9:30pm during the festival, as well as some additional transportation on Thursday's preview night is close to \$10,000. The ED informed the Board that the green and orange trolleys that frequently travel up and down Orange Avenue were the only trolleys available during that time. In order to avoid confusion, the ED recommended possibly providing additional funding for wrapping the trolleys. The ED estimated the cost of wrapping to be around \$6,000 and the Film Festival could lead the creative direction of the wraps. Mirza stated that anytime the Board can make the destination look more elegant and attractive, they should commit to it. He emphasized that these initiatives add value to the destination as a whole. Gillingham stated that the Film Festival has specific branding and colors and they may want to carry that through to the trolley wraps. *Motion to provide \$16,000 to the Film Festival for the operation of two trolleys at \$10,000 and the wrapping of the trolleys at \$6,000: Ludlow. Second: Mitchell. Approved 9-0.*

7. **Review Strategic Plan Proposals, Provide Direction:** The ED reminded the Board that they had set aside \$75,000 for initiatives would help bring group guests (and residents) to local businesses. The Business Development Subcommittee surveyed local businesses and presented their recommendations at the last Board meeting, including developing an online platform for local businesses to promote through and a video that would be shown in hotel rooms. The Board was undecided on how to allocate the \$75,000 and the ED sourced two potential firms to lead the development of a strategic plan. The ED presented each proposal to the Board, highlighting the main difference in them, which was that Momentum had included convention attendees in their research efforts. Mirza stated that it is important to interview convention attendees and asked if Raindrop could include that component if approved. The ED said that he could provide that direction to Raindrop if approved. Ludlow suggested using both firms by having Momentum develop the strategic plan, and having Raindrop execute the plan. Warner liked that suggestion because she felt that Momentum could bring a unique and global perspective to the project. Rapoza recommended that the strategic plan be a five-year plan, and that the research component be done every year since customer expectations and habits change year to year. *Motion to engage Momentum for the development of a strategic plan and evaluate the execution of the plan at a later date. The funding for the development of the strategic plan will be separate from the \$75,000 allocated to the execution of the plan: Warner. Second: Clancy. Approved 9-0*

8. **Adjournment.** The meeting was adjourned at 2:38pm.

 10/23/17
Sue Gillingham, Secretary, Date

 10/20/17
Todd Little, Executive Director, Date