

Coronado Tourism Improvement Districts (CTID)

Minutes from CTID Advisory Board & Board of Directors

December 1, 2016, Council Chambers, Coronado, Ca.

- 1. Call to Order.** The meeting was called to order at 2:02pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Eddie Warner, Janet Francis, Sue Gillingham, Bobby Kennedy and Sue Godwin. Nusrat Mirza and Andre Zotoff were absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Tom Ritter and Michael Donovan.
- 2. Approval of October 6, 2016 Minutes.** Motion for approval: Ludlow, Second: Clancy. Approved 7-0
- 3. Staff Discussion.** The ED said the October CTID assessment was \$49,166 for each district, about \$400 less than October 2015. Year to date the total is: \$269,360.

Since the October meeting, the Destination Sales Team launched the Coronado exhibit at IMEX, the largest convention for incentive trips in America. The CTID welcomed the annual meeting of Conference Direct and the International Food, Wine and Travel Writers Association. The CTID also hosted Colorado-based clients at a Denver Broncos game and association meeting planners in Sacramento at their new NBA arena. In mid-December, Coronado will be represented at a holiday event for meeting planners in Chicago. In 2017, the CTID will welcome the Committee of 100 to Coronado and hopefully the annual meeting of the Financial and Insurance Conference Planners.

The CTID has compiled a list of other tradeshow and client roadshows scheduled for 2017. The hotels will divide and conquer so they receive maximum exposure to clients. Most of these events are partnerships with the San Diego Tourism Authority.


- 4. Oral Communications.** None
- 5. Discuss and Possibly Approve Rebranding of Organization.** Although tourism was desperately needed when the CTID was founded, the name "Coronado


Tourism Improvement District” hasn’t matched its true scope of work for two years now. Tourism, despite the city revenue it provides, is frowned upon by many residents. The Board has the opportunity to address inaccurate perceptions and subsequent confusion by rebranding the organization. The ED outlined several pros and cons, including the current challenge of juggling two logos. He said a more effective name would better resonate with clients, residents and City Council. He said the original name would still be included on legal documents but everything else would be updated. As needed, funds will be necessary for the development of a logo. The ED recommended delegating the development to the National Marketing Subcommittee for later approval by the Board. The subcommittee understands the convention business better than most and could suggest a meaningful name. He also thought stakeholders should be included in the approval process. Eddie Warner asked for an approximate cost to develop a logo. She was told less than \$10,000. Sean Clancy favored a rebranding because of the liability in the current name. He felt the marketing teams at each hotel could be a resource. Bobby Kennedy felt it made more sense to update the mission statement to solidify the direction of the CTID before considering a new name. He asked whether community vitality was still important. Sean assured him that the community mattered. Claudia Ludlow agreed and felt the Subcommittee could develop both a draft mission statement and name that would demonstrate our interest in securing conventions as well as supporting the community. The ED said it would violate the Brown Act to have too many Board members participating in the rebranding discussions. Tom Ritter said no more than four members could discuss the topic before placing it on the agenda. Sue Gillingham said local business community is hurting this fall and their vitality should be considered. She also felt the local businesses wouldn’t care specifically about a new name for the organization. *Motion to enlist National Marketing Subcommittee for mission statement and name rebrand: Ludlow. Second: Clancy. Approved 7-0*

6. **Discuss and Provide Direction for Funding in FY18:** The ED sought direction on whether the Board wished to include five initiatives from FY17 in the draft Annual Report for FY18. The Free Summer Shuttle generated 138,000 rides. The CTID paid for four vehicle wrappings. The Silver Strand Shuttle was successful for Loews Coronado Bay Resort, but residents of the Cays did not embrace the shuttle as hoped. The BBMAC swim team campaign has delivered over \$104,000 in business to Glorietta Bay Inn and Marriott Coronado Island Resort. The valet program was

less than successful, parking only 1869 cars over a two-month period. The beach polo sponsorship has delivered \$839,000 in ROI. The ED recommended including all but the valet program in the draft of next year's report. Sean Clancy felt the shuttles were important. He's unsure that his parent company (Loews) will provide financial support for the Strand Shuttle. He felt the polo event could be even more successful with hotel packages at hotels other than the Del. Bobby Kennedy thought Cays residents were unlikely to increase usage of the Strand Shuttle. Eddie Warner thought usage could increase with an improved frequency and arrival schedule. She asked if programs, other than the five listed, were to be discussed. She was told other programs will be presented to the Board at another time for evaluation. She felt the staff report was unclear on this and desired to broaden the discussion. Sean added that the Board could wait until City Council decides on several of the transportation initiatives before making a final decision. *Motion to include all five programs, pending later approval: Gillingham. Second: Ludlow. Approved 5-2.*

7. **Adjournment.** The meeting was adjourned at 3:20pm

 1/13/17
Sue Gillingham, Secretary, Date

 1/13/17
Todd Little, Executive Director, Date