



Special Meeting Minutes
June 21, 2017, Glorietta Bay Inn Music Room, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:05pm. The following Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Eddie Warner, Bobby Kennedy, Sue Godwin, Nusrat Mirza, and Sean Clancy. Sue Gillingham joined the meeting during agenda item 5a. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and Margie Sitton from SDTA.
2. **Approval of May 4, 2017 Minutes.** *Motion for approval: Mirza, Second: Clancy. Approved 7-0*
3. **Staff Discussion.** The ED said Jacobsen took on several new projects during his absence and earned the new job title of Project Manager. She will continue to assist the Board and Staff but will now lead on certain projects.

Year over year, the assessment is up 7%. In April, the assessment totaled \$56,613. The grand total is \$559,783 for each district.

Since May, the Destination Sales Team has interfaced with group meeting clients in Las Vegas and Maui. In August, Coronado will be positioned as a premier meeting destination at tradeshow in New Orleans and Toronto.

On July 4th, Discover Coronado will sponsor the parachute team that will fly the American flag into Glorietta Bay. Staff has been working closely with Skydive Innovations, the Coronado Golf Course, the Fourth of July Committee and Coronado Police Department.


4. **Oral Communications.** Because it is his last meeting, Ludlow thanked Andre Zotoff for all of his contributions to the Board. Mirza also thanked Zotoff for offering his extensive hotel intelligence to the group and for always challenging everyone to do better. Kennedy thanked Zotoff for always being so involved with the Coronado community. Zotoff assured the Board that the new General Manager also understands the importance of the community.

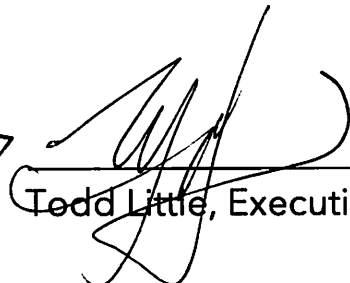
5. **Discuss and Possibly Approve SDTA Programs for FY18:** The ED introduced Margie Sitton of SDTA who had previously met with each hotelier to recap FY17 and gather ideas for FY18 programs. Sitton highlighted leads and confirmed bookings from FY17. SDTA provided 268,812 room night leads to the four Coronado resorts, producing 30,553 booked room nights. Zotoff asked why so much business is not being booked. Sitton explained that it has to do with availability, rate, and follow up with leads. Sitton also highlighted the tradeshows/roadshows Coronado and San Diego partnered on, including IMEX in Las Vegas where the team had over 600 one-on-one client appointments. For FY18, Sitton proposed more familiarization trips to Coronado and continued tradeshow/roadshow presence. Sitton also proposed entering three new markets, including attending IMEX in Frankfurt, exploring program opportunities in Western Canada, and hosting a customer acquisition event in Coronado with Northstar. A more detailed strategic plan for Canada could be crafted after meeting with the Destination Sales Team. Zotoff expressed concern that it may be challenging for Coronado to stand out at IMEX Frankfurt, and suggested sending a representative to the event this year to scope it out first. Clancy prioritized the three new programs with Northstar as top priority, Canadian programs as second, and IMEX Frankfurt as third. *Motion to approve SDTA programs for FY18: Ludlow. Second: Clancy. Approved 8-0.*

6. **Discuss and Possibly Approve Recommendation from Business Development Subcommittee:** In March, the Board earmarked \$75,000 for the development of non-advertising programs that could bring customers to local stores and diners to local restaurants. A subcommittee, led by Sue

Gillingham, surveyed local business owners to measure the current marketplace. The subcommittee received 62 responses, which suggested retail shops had lower revenues than past years. The survey also indicated local business owners would like to market to hotel guests, have a year-round shuttle, and have an online marketplace to promote their business and special offers. Gillingham stated that the subcommittee felt an online marketplace made the most sense for Discover Coronado to invest in. The online marketplace would be a vehicle for businesses to promote themselves, and it would be supplemented with a high-quality video that would play in hotel rooms. Zotoff stated that discounts and small promotions would not entice hotel guests to shop more. He said hotel guests in Coronado are looking for luxury, high-end shops. Mirza stated that his guests frequently go shopping on Orange Avenue and often return empty-handed. Ludlow added that Discover Coronado wants to help local businesses succeed, but there also needs to be a commitment from business owners to improve customer service and available merchandise. Clancy said the hoteliers are happy to help where they can, including showcasing the video in the rooms, pending management's approval. He felt that the Chamber and small business owners should put a proposal together that aligns with the hotel's goals, and then Discover Coronado could potentially invest in the program if appropriate. Zotoff felt that an online marketplace was a good idea, but it needs a strategic work plan and clear vision. He stated that it probably makes most sense to bring in an outside advisor to develop the strategic plan. *Motion to empower Staff to investigate outside advisors for the composition of a strategic plan for Business Development Subcommittee strategy: Ludlow. Second: Zotoff. Approved 8-0.*

7. **Adjournment.** The meeting was adjourned at 4:06pm.

 8/4/17
Sue Gillingham, Secretary, Date

 8/4/17
Todd Little, Executive Director, Date