

# Coronado Tourism Improvement District (CTID)



## **Minutes from CTID Advisory Board, Board of Directors, Interim Advisory Board of Proposed TID March 5, 2015, Council Chambers, Coronado, California.**

1. Call to Order. The meeting of the CTID was called to order at 2:00 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Mary Ann Berta, Brian Johnson, Nusrat Mirza, Eddie Warner, David Spatafore and Phil Monroe. No representative has been named for the Coronado Chamber of Commerce.

Also in attendance: Executive Director (ED) Todd Little, Assistant Coronado City Manager Tom Ritter, Margie Sitton from San Diego Tourism Authority, Sue Gillingham of Hotel Marisol Coronado, Janet Francis from the Coronado Visitor Center and Jennifer Andrews, a consultant for Coronado Ferry Landing.

2. Approval of Minutes, February 5, 2015. *Motion for approval: Berta, Second: Spatafore. Approved 8-0.*
3. Staff Discussion. The ED said the packet included data on the assessment collected during January. \$42,605 was collected during the month, 22% over projections for the month. So far in FY15 \$364,347 has been collected, 7% over last year's total to date and 2% over projections for FY15

The ED said on Tuesday City Council received an update on the Board's wish to further support the Free Summer Shuttle program. They opted for three buses this year so more guests use the service and the wait times are shortened to 20 minutes. The CTID will cover the cost of the three wraps as well as a new creative design. To accommodate guests at Loews Coronado Bay Resort, the ED will be working with MTS for round-trip passes for the 901 bus.

Brian Johnson was pleased to hear about the passes. Phil Monroe had been approached by four residents to discuss Shuttle service to the Coronado Cays. Tom Ritter said Cays residents will once again be offered Shuttle passes for July 4 as well as Sundays when there's a concert in Spreckels Park.

The ED thanked the Board Members who've submitted their annual Form 700 to the City Clerk. They must be in her hand on March 20th.

March 12th is the Commissioners Dinner at the Del. The ED offered to assist with reservations.

4. Oral Communications. Jennifer Andrews introduced herself as the person leading the rebranding of Coronado Ferry Landing. Wanting to be a resource to the community, she has been introducing herself to organizations and hotel concierges. Soon she will be leading a new marketing effort that will include digital campaigns as well as print and social media.
5. Review progress of SDTA and draft brochure. Margie Sitton of SDTA summarized the scope of work to date: 1) Melinda Smith was hired 2) She quickly prepared a sales action plan for sales trips, trade shows and fam tours for incentive sales firms 3) Melinda detailed her target accounts/contacts and coordinated with each of the CTID hoteliers 4) She will oversee the forthcoming marketing campaign, website, collateral and branding.

Margie provided a summary of group meeting leads that came from the CTID/SDTA partnership. The sheet indicated one confirmed booking with three meetings pending approval. Since July, the SDTA partnership has secured 1418 room nights and 396 leads for Loews Coronado Bay Resort, Hotel del Coronado and Coronado Island Marriott Resort.

Margie discussed the incentive brochure under development. She recommended using the CTID's "*Where Main Street Meets Bare Feet*" campaign with the headline "Own An Island." Once completed it will differentiate Coronado from coastal competitors by offering land, sea and air activities. She has drafted four options that would be available: Secrets of Coronado, California Dreaming, From State Dinners to Coronations and The Movie Star Experience.

Next steps: 1) Each hotelier must agree with the concept 2) Decide how they can support the options available 3) Decide which team member will be the hotel contact 4) Provide photos and text of the brochure.

So decision-makers are engaged, the SDTA will 1) develop the SanDiego.org/Coronado webpage 2) insert the brochure in trade publications (or mail them directly) 3) advertise in top event meeting publications.

Margie said most decision-makers are based in the mid-west and will only schedule meetings when something new is introduced; the brochure is the perfect solution. Andre felt it was important that the CTID's efforts focus on the destination, not the assessed hotels. Nusrat Mirza felt the timing to target the incentive group category was great because it has grown with the strengthening of the national economy.

Margie announced a new program from Visit California that will target incentive group planners.

Andre asked Margie what competitive destinations are doing for their campaigns. She said that information is proprietary. He said the Storefront Strategy, that will accommodate visiting decision-makers, requires a great deal of planning. He felt Coronado needed to get it right so the experience is incredible. Eddie Warner suggested including the Chamber of Commerce, CHA and Coronado MainStreet in discussions. The ED mentioned including representatives from each of the CTID hotels as well. He also said the CTID had a Planning Subcommittee for the development of this project. Phil

Monroe suggested including the Visitor Center in the Storefront Strategy committee. He said Sue Gillingham had also volunteered her service. The ED is ascertaining the needs of the assessed hoteliers and will coordinate with Melinda Smith as well.

Nusrat commented on the unique requirements when engaging millennial decision-makers. Margie said the SDTA is prepared to accommodate their distinctive needs. They are often interested in activities and nostalgia/history. They prefer to be contacted via phone calls.

David Spatafore felt Coronado's unique barrier from unfortunate weather conditions was a key speaking point. Point Loma shelters Coronado, sparing it from extreme fog and marine conditions. The result are usually clear, sunny skies, consistent temperature and dry conditions.

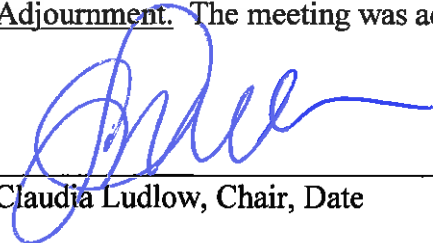
*Motion to approve SDTA report and initial planning for the Storefront Strategy: Mirza, Second: Berta. Approved 8-0*


6. Review timeline for assessment request. The ED said the CTID is roughly two steps into a process that will continue until August. A copy of the approval timeline was in the packet. Tom Ritter, the assistant City Manager said the Board will need to approve a FY15 Annual Report and FY15 Management Plan for the existing CTID. He said a FY16 management plan for the proposed district will also need to be approved. Through April, May, June and July there are a series of public hearings held by City Council to weigh it's decision to allow an increase in the existing assessment. The process is not final and the ED will provide a draft copy of the reports on April 2, 2015.
7. Discuss possible support for improvement projects The ED said one of the cornerstones of the CTID was the Board's willingness to create partnerships that benefit the assessed hotels but also trickle down to help others. He didn't want the CTID to be seen at as a piggy bank, but said there may be other opportunities in the future that would resonate with hotel guests and ultimately improve the destination as a whole. Brian Johnson asked that the Board to agendize this topic and the staff report included examples of improvements that are allowed under the Parking and Business Area Improvement Law of 1989. They included lighting and trash can initiatives, programs that offer free parking in retail districts, an expansion of the Free Summer Shuttle schedule as well as bike sharing systems/corrals. Brian Johnson felt it was important for the CTID to recognize concerns of "the rich getting richer" with programs that improve our community for both hotel guests and residents. He referenced an assessment at Loews Coronado Bay Resort that directly supports recreation and upkeep services along Silver Strand State Beach. Brian shared photos of a deteriorating fence along the Silver Strand that was an eyesore that Loews guests often see. Brian felt replacing the fence would increase the beauty along the Strand and perhaps the CTID could contribute to the replacement costs. Andre Zotoff suggested researching fencing options that are more attractive and durable. David Spatafore said the fence was meant to protect the habitat of birds and might fall under federal jurisdiction. Claudia Ludlow suggested having City Staff come to the CTID with a list of needs that are not funded. Nusrat Mirza mentioned a similar project in Long Beach that protected marshlands behind an attractive fence. Eddie Warner suggested using some of the FY16 funds earmarked for the SDTA for such projects. She felt extracting \$75,000 from the budget for the existing CTID (in FY16) was best. Brian Johnson felt more comfortable with a sum of \$50,000 and agreed the City should bring project ideas to the CTID Board to approve.

*Motion to reallocate \$50,000 from the national budget in FY16 CTID budget for future projects: Warner. Second: Johnson. Approved 7-0 (Monroe was no longer in attendance.)*

David Spatafore said the City should pay for beautification projects of this nature because they have the funds to do so. He felt these types of projects are rarely approved because of politics. He felt many projects were delayed because of politics or the fight for approval was exhausting. David cited a lengthy effort to replace the various size and shapes of trash cans along Orange Avenue. Although clear solutions were identified, the approval process was typically interrupted and exhausting. He felt these types of projects were outside the scope of the CTID and do not support tourism. David said the funds could be better spent promoting Coronado at the San Diego Airport. Mary Ann Berta felt it was important for the CTID to show that the assessment is being put towards something good. Brian reiterated the \$50,000 was a placeholder and the actual funds could go up or down.

1. Adjournment. The meeting was adjourned at 3:44 pm

  
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Claudia Ludlow, Chair, Date

 4/2/15  
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Todd Little, Executive Director, Date