

Coronado Tourism Improvement District (CTID)



Minutes from CTID Advisory Board, Board of Directors, Interim Advisory Board of Proposed TID May 7, 2015, Council Chambers, Coronado, California.

1. Call to Order. The meeting of the CTID was called to order at 2:09 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Brian Johnson, Nusrat Mirza, Eddie Warner, David Spatafore, Phil Monroe and Cindy Anderson. Mary Ann Berta was absent.
2. Also in attendance: Executive Director (ED) Todd Little, Jerome Torres of the City of Coronado and Sue Gillingham of Hotel Marisol Coronado.
3. Approval of Minutes, April 2, 2015. *Motion for approval: Johnson, Second: Anderson. Approved 7-0 (Mirza had not arrived.)*
4. Staff Discussion. The ED said the March assessment was 12% over our projections. \$57,790 was collected bringing the year-to-date total to \$466,673.

On Tuesday, City Council hosted two public hearings pertaining to the CTID. The first was for the existing CTID and the second was for the CTID 2, the new district. The hearings were standard procedure in the approval process. The final public hearings will be on June 16th and if all goes well the new assessment will begin August 1st.

In the past 10 days Brian Johnson and the ED have attended two meetings in reference to the CTID's community improvement fund. The discussions centered on the fencing project along the Silver Strand. Nothing was decided or promised. Once the ED has more data, he'll ask the Chair to put this topic on an agenda so the Board can consider all of its options.

On May 15th the CTID's quarterly report (Q3) is due to the City. A copy of the draft report was included in the packet. Once financial statements are complete they will accompany the report.

Finally, each Board Member was given a copy of the FY15 Annual Report and FY16 Management Plan.

Eddie Warner asked which part of the fence was discussed. She was told the discussion focused on the fence south of the RV Park, extending to the Cays entrance.

5. Approve Wrapping of the Free Coronado Shuttle. The ED said the Planning Subcommittee has been working very hard to perfect the wrapping of the Free Summer Shuttle. Perfection is difficult with committees because artwork is very subjective. He said each Board Member has their own likes and dislikes, but they need build consensus so the artwork is delivered in a timely manner. The ED said the draft can be tweaked, but major changes will jeopardize the start of the service on June 7th.

After reviewing the initial draft for the wrapping the ED showed the latest version that features a VW bus on the side of a MTS bus. He pointed out a few nuances that the Subcommittee requested and indicated the Points of Interest needed a little more work.

Phil Monroe said the Visitor Center needed to be added to the Points of Interest list. Overall he was surprised and impressed with the Subcommittee's direction. He did say the use of #VisitCoronado was not as valuable as promoting VisitCoronado.com. He asked if the Visitor Center would have advertising space inside the bus. The ED told him that only the assessed hotels receive free signage, but CHA could purchase space as the Chamber has done.

Andre Zotoff felt the Points of Interest would work best in the front of the bus if there is space. He also recommended changing the wording for the last item to Ferry to San Diego.

David Spatafore recommended adjusting the rear of the VW bus so it is better proportioned and allows for more space around the Points of Interest. He also said the license plate on the rear could read FREE RIDE to reinforce the concept. He also felt #VisitCoronado would be a better bumper sticker on the rear.

Eddie Warner didn't care for the photo of the father and children. It seemed out of proportion with the other images. She suggested changing Downtown Village to Downtown Shopping. She had never seen the 125th anniversary logo for the City of Coronado and asked whether Beaches should be added to the list. Nusrat Mirza thought adding beaches to the list would be misleading to guests of his hotel.

Because hashtags are commonly used with young adults, Claudia Ludlow suggested using #VisitCoronado on one side of the bus and VisitCoronado.com on the other. The ED suggested adding "from 9am to 9:30pm" to the tagline Cruises By Every 20 Minutes.

These adjustments were approved: Shorten rear of VW bus, add timeframe to tagline, change copy to Downtown Shopping and Ferry to San Diego, use hashtag on one side and the web address on the opposite. *Motion: Spatafore. Second: Mirza. Approved 8-0.*

6. Review Community Events Program, Provide Direction. The ED wanted to update the Board on Community Events campaign and seek direction for moving forward. He included a copy of Los Angeles Magazine so Board members could see how the campaign appeared in print. The ads lead to SeeCoronado.com that featured similar campaign artwork.

The ED recapped the history of the campaign. He explained why the shift in FY14 made sense, providing better marketing to event planners and benefits to the assessed hotels. The campaign included

4 issues with a full-page ad on the left side and a 1/3-page event listing on the right side. LA Magazine was chosen because the campaign would reach 4.9 million, a great return for a relatively small budget of \$25,000. The ED said the Planning Subcommittee had reviewed this information, including 954 web visits that came from the campaign. The Subcommittee felt the artwork need to be more progressive and perhaps Coronado events paled in comparison to the bounty of culture in Los Angeles. They felt the \$25,000 marketing budget would provide a bigger return in San Diego County and perhaps it made sense to reposition the campaign as a “dinner date” theme.

Eddie Warner was lukewarm towards print marketing because the response can be delayed and difficult to track. She favored radio because ads could be timed around the event start date. She felt it was best to prune the list to a handful of events and strategically schedule radio spots to maximize the event. She was pleased with recent radio sponsorships that included a network of 15 San Diego radio stations.

Nusrat Mirza said radio was efficient but he still felt LA Magazine was an ideal publication for reaching young, mobile and affluent Angelenos.

Andre Zotoff felt Pandora might be an option to research because ads can be targeted to zip codes and measured with analytics. He felt that any future artwork needed to be razor sharp in it’s messaging.

David Spatafore said sometimes a destination is out of mind when it’s out of sight. He felt it was important for Coronado to be present in some publications. He added many San Diegans have no idea that Coronado is an option for events and dining. He was supportive of radio as well because the message can be frequent and it breaks a stigma of Coronado being senior-centric. He suggested co-op radio ads that rotate the names of Coronado restaurants. If possible, he suggested having the restaurants off-set the cost of the campaign.

Phil Monroe said Coronado Historical Association is still disappointed that grants are no longer offered. He felt each grantee was able to purchase targeted marketing that was relevant to their event. He said Coronado Art Walk generated more than 100 room nights for the Coronado Island Marriott Resort.

Nusrat Mirza was grateful for the room nights at his hotel but said the old system of providing grants was labor-intensive and was perceived as unfair by some applicants.

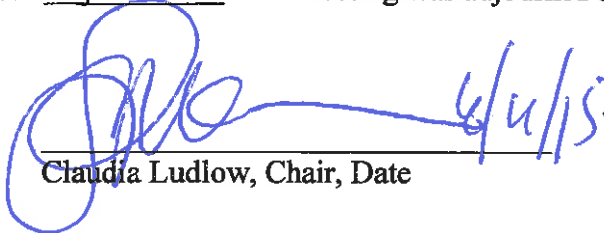
Cindy Anderson asked why the program was originally established. She was told by the ED, the assessed hoteliers wanted to support the community and created the grant program to provide marketing to event planners they could not otherwise afford. The ED said the CTID documented its grant program in its Annual Report so City Council members knew the program was being maintained. Cindy said she had never heard of the program and perhaps the messaging needs to reach local business owners so they can appreciate the goodwill of the CTID. The ED added that the program was initially established in 2010 to provide funding so new events could get off the ground.

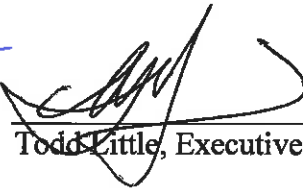
David Spatafore felt the 1/3-page event listing was good because it indicated that there was always something going on in Coronado. He felt there was something for everyone on the list and it positioned Coronado as a vibrant destination.

Nusrat Mirza felt the list lacked a “mega-event” that would keep Coronado top of mind.

Eddie Warner and Andre Zottoff recommended having the ED return at a later date with proposals from both San Diego radio stations as well as Pandora (or similar music streaming stations/apps such as Spotify and iHeartRadio.) Further direction was tabled until that information can be reviewed by the Board.

7. Adjournment. The meeting was adjourned at 3:25 pm

 4/2/15
Claudia Ludlow, Chair, Date

 6/4/15
Todd Little, Executive Director, Date