

# Coronado Tourism Improvement Districts (CTID)

## Minutes from CTID Advisory Board & Board of Directors

**Special Meeting** - January 12, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 1:07pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Eddie Warner, Janet Francis, Sue Gillingham, Bobby Kennedy and Andre Zotoff. Nusrat Mirza and Sue Godwin were absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Tom Ritter, Blair King and Ray Karno.
2. **Approval of December 1, 2016 Minutes.** *Motion for approval: Gillingham, Second: Clancy. Approved 7-0*
3. **Staff Discussion.** The November assessment totaled \$41,383 for each district, about 16% over last year's total for the month. Year-to-date the CTID assessment has totaled \$310,743, about 5% over last year's total to date.

Coronado was represented at Holiday Showcase in Chicago, the largest convention for Illinois convention and association meeting planners.

The Board packet included a copy of the Q2 Report that summarizes the activities and accomplishments of the CTID between October 2016 and the New Year.

Work has begun on the FY17 Annual Report that documents how effectively the CTID positioned Coronado as a meeting destination (and obtained conventions for the assessed resorts.) The report also allows the CTID to demonstrate its goodwill and outreach in the community. The Board will review a draft of the report in early February.

4. **Oral Communications.** Ray Karno said he and others in the community have compiled a list of what makes Coronado an amazing place to live.

**5. Discuss and Possibly Revise Mission Statement & Company Name.**

In December, the National Marketing Subcommittee met at length to discuss and recommend improvements to both the mission statement and the company name of the CTID. For the mission statement, the subcommittee sought to shorten, yet strengthen the statement and clearly identify the goals of the CTID. They shifted the commitment to the community to the front of the statement. The subcommittee recommended the following for the new mission statement: "To enrich our community by positioning Coronado, and its resorts, as a premiere meeting destination." Bobby Kennedy liked that the proposed mission statement reflected the CTID's benefit to the community and felt that the Board should create a larger PR campaign around the mission statement to educate the community. Andre Zotoff explained that the community benefits from groups and hotel guests in many ways, including generating more taxes for the City, and business for local shops and restaurants. Sue Gillingham stated that the residents, businesses, and hotels are all interwoven into the success of Coronado and liked that the recommended statement reflected this. Ray Karno recommended that the CTID educate the community through online platforms. *Motion to approve new mission statement: Clancy. Second: Kennedy. Approved 7-0*

The ED then presented the subcommittee's recommendation for the company name. The subcommittee preferred a name that would be clear to its clients, was evergreen, and had a call to action. The Board was shown names commonly found in the industry. The ED discussed pros and cons of each. The subcommittee's final recommendation is to use the business name Discover Coronado. The ED said Coronado Tourism Improvement District would still be the legal name of the organization but they would do business as Discover Coronado.

*Motion to approve Discover Coronado as the new business name: Ludlow. Second: Clancy. Approved 6-0, Kennedy abstained.*


**6. Discuss and Possibly Reallocate Local Marketing Fund: The ED**

recommended tabling the topic. Staff was under the impression that the discussion pertained to the existing unspent local marketing budget. Staff learned earlier in the week that the budget line in FY18 was the intended topic; specifically, a possible allocation that develops business for locally operated merchants.

- 7. Discuss and Possibly Fund John D. Spreckels Exhibit:** Janet Francis informed the Board that the Coronado Historical Association (CHA) is planning a 2018 exhibit in honor of John D. Spreckels. She reminded the Board how vital John D. Spreckels was to the community of Coronado, and asked the Board to contribute \$15,000 towards the end cost of the exhibit. Sue Gillingham asked what the CTID contribution would go towards and how much the CHA was contributing. Janet Francis stated that she did not have the exact numbers at the time, but would provide them once they are finalized. She explained that an advisory board for the exhibit would be formed to designate funding, but she envisioned the CTID funds possibly contributing to professional video for their website and for the schools. Andre Zotoff wondered if the exhibit was going to be permanent or temporary. Francis stated it would be temporary since many artifacts would be on loan. Bobby Kennedy was in favor of the exhibit, but felt that the funding discussion was premature if the CHA did not have a budget determined. Janet said the CHA was planning to get the community involved in the exhibit, including the possibility of banners featuring Spreckels. Janet Francis explained that the CHA is dreaming big right now, but needs the funding lined up in order to get the ball rolling. The sooner they have the funding, the sooner they can collaborate with other organizations. Claudia Ludlow stated the proposed budget is a good place to start and could lead to the creation of a high-end exhibit. Bobby Kennedy wondered if this could be misconstrued as marketing to day visitors. Janet Francis stated that the funds from the CTID would not go towards marketing of the event, but rather logistics and operations. Sue Gillingham felt that contributing to the exhibit was a natural way to enrich our community.

*Motion to approve contributing \$15,000 to the John D. Spreckels exhibit:  
Ludlow. Second: Zotoff. Approved 5-0, Gillingham and Francis recused from  
the vote.*

8. **Adjournment.** The meeting was adjourned at 2:03pm.

  
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Claudia Ludlow, Chair, Date

 2-8-17  
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Todd Little, Executive Director, Date