

Discover Coronado - Coronado Tourism Improvement Districts
Meeting Minutes
May 4, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 2:03pm. The following Discover Coronado Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Eddie Warner, Bobby Kennedy, Sue Godwin, Janet Francis, and Nusrat Mirza. Sean Clancy and Sue Gillingham were absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and John Watson of the San Diego Downtown News
2. **Approval of April 6, 2017 Minutes.** Godwin asked that the minutes clarify when the Summer Shuttle will be in service. Staff will indicate May 27th start date. *Motion for approval: Mirza, Second: Zotoff. Approved 7-0*
3. **Staff Discussion.** On April 18th, Coronado City Council reviewed and approved Discover Coronado's FY17 Annual Report and Management Plans for FY18. Next is the final public hearing on May 16th should one of the assessees wish to petition against continuing the assessment.

The March assessment was up 3% compared to March 2016. It totaled \$61,489 for each district. Year-to-date the assessment total is up 6% year-over-year for a total of \$503,170.

Over the past 45 days Staff has been working with the City on an independent audit of Discover Coronado's financial systems. Yesterday, Staff received a complete summary and no discrepancies, red flags or concerns were found.

Since the last meeting, members of the Destination Sales Team had interaction with meeting planners in Chicago, New York, Philadelphia, Seattle, Portland and Minneapolis. These client roadshows are organized by the SDTA and because of Discover Coronado's partnership, the team has immediate access to some very elite convention planners.

The Destination Sales Team will meet again on May 12th to review the 5% commission program, new sales tools for FY18, upcoming client meetings, and hosting future events for meeting planners.

The National Marketing Subcommittee will be meeting with Margie Sitton of SDTA to review their scope of work during FY17 and to plan her presentation to the Board in June. She will recap everything they've done in the past year then make recommendations for the year ahead.

The Business Development Subcommittee met during the month and reviewed the wording of a survey for Coronado business owners. The survey will measure their current state of business and if the elimination of local marketing by City Council impacted them. In June, the subcommittee will present their findings and ideas for bringing customers to local shops.

Staff has been developing the artwork for the Free Summer Shuttle. The shuttles roll on May 27th and as a part of the agreement with the City, each of the assessed hotels receives free ad space inside the shuttles.

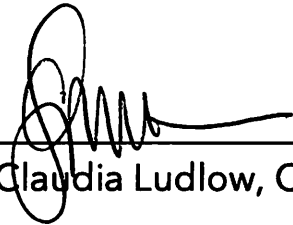
4. **Oral Communications.** Janet Francis notified the Board that she will be stepping down as Executive Director of the Coronado Historical Association. Thus, she will step down from Discover Coronado as well. She thanked the Board for including her.
5. **Discuss and Approve Discover Coronado Logo:** The ED introduced Kristin Barret of Evertime Design, the company commissioned to develop the logo for Discover Coronado. Barret explained that Evertime has done previous projects for the organization, so they are familiar with the scope of work of the organization. She explained that the objective of the logo project was to illustrate the feeling of Coronado in an elevated brand style that would resonate with meeting planners. She outlined the discovery process, which included meeting with the Planning Subcommittee on three different

occasions to gather input and feedback. She said the subcommittee quickly ruled out commonly used colors and images, such as the bridge. The color blue was disqualified because it appears regularly in Coronado logos. Barrett then introduced the colors for the logo, explaining that teal and beige represented the sea and sand as you see them coming over the Coronado bridge. She then introduced the logo, with a mermaid in the shape of a "C" as the centerpiece. Hidden within the circular mermaid is the shape of Coronado Island. Zotoff stated that he liked it and that mermaids are very popular with kids and adults. Mirza stated that he likes it as well because it is simple, clean and elegant. *Motion to approve recommended logo: Zotoff. Second: Warner. Approved 7-0.*


6. **Discuss and Approve Beach Polo Improvements:** Wayne Harth, Director of Events at the Hotel del Coronado said a great deal was learned from last year's Beach Polo event. He and others felt the environment lacked the elegance that group meeting planners are accustomed to. Harth presented improvements he envisioned for the September 2017 Beach Polo event, including better access to the client event and a more elegant opening reception. He also expressed his desire to make the inside of the tent more sophisticated for clients by renting chandeliers, fresh floral arrangements, carpet instead of AstroTurf and more comfortable seating. Clients would also have their own dining table next to the viewing box. Zotoff felt the event is ideal for showcasing Coronado as a meeting destination. It stands out with clients that "have seen it all." He also felt Beach Polo aligns well with top-tier clients and corporations. Mirza said his clients remember last year's event and ask if it will be returning. Warner felt the timing of the event was a concern because it was just the start of the off-season. Zotoff stated that the off-season actually begins when Arizona schools are back in session in mid-August. Additionally, meeting planners are readily available to discover Coronado during Labor Day Weekend because it's one weekend they do not have meetings to manage. Mirza said the event is a great investment because it also brings customers to local businesses. *Motion to approve \$20,000 in funding to the Hotel del Coronado for beach polo improvements: Mirza. Second: Ludlow.*

Zotoff abstained. Approved 5-1.

7. **Adjournment.** The meeting was adjourned at 2:43pm.

 6/21/17

Claudia Ludlow, Chair, Date

 6/21/17

Todd Little, Executive Director, Date