

Coronado Tourism Improvement Districts (CTID)



Minutes from CTID Advisory Board & Board of Directors June 2, 2016, Council Chambers, Coronado, Ca.

1. Call to Order. The meeting of the CTID was called to order at 2:02pm by Claudia Ludlow, Chair. The following CTID Advisory Board/Board of Directors were also present: Andre Zotoff, Sean Clancy, Nusrat Mirza, Mary Ann Berta, Phil Monroe, Eddie Warner, David Spatafore and Sue Gillingham. Also in attendance: Executive Director (ED) Todd Little, CTID Assistant Barbara Wainwright, Tom Ritter of the City of Coronado, Margie Sitton of San Diego Tourism Authority (SDTA) and Danae Kamber of Glorietta Bay Inn.
2. Approval of May 5, 2016 Minutes. Motion for approval: Berta, Second: Monroe. Approved 7-0 (Warner and Clancy had not arrived.)
3. Staff Discussion. Claudia Ludlow thanked three members terming out. Mary Ann Berta, David Spatafore and Phil Monroe were given tokens of appreciation. She added that Sean Clancy will take over as Treasurer and Sue Gillingham will serve as Secretary.

The ED thanked the delegation that traveled to Minneapolis to meet with group meeting planners. They hosted breakfast and lunch meetings on the same day and each of the assessed hotels were well represented. They hope to schedule two more meetings within the next year.

The free shuttles launched on Friday. The artwork for the Free Silver Strand Shuttle embodies the seascape that surrounds Loews Coronado Bay Resort, the Coronado Cays and the rest of the Silver Strand.

The valet beta test sponsored by the CTID will be discussed by City Council on June 21st. Laz Parking, who operates the Bank of America lot also manages the lot in the Coronado Plaza. The owner of that building does not want their loading zone turned into metered spaces. Laz Parking wants to appease each client. City staff will present solutions to City Council.

The ED is replacing the content on CoronadoTourismDistrict.org. The framework has not been changed since its inception in 2010. The website is used mostly by residents looking

for agendas and minutes; it will feature a robust document center. It will also include background on the CTID, the Board, its mission and its funding.

The BBMAC campaign to bring swim teams to the Glorietta Bay Inn is developing. This year's campaign will include videos that showcase Coronado as a destination, the training facility and the hotel. Last year, a portion of the funding offset meal costs for teams. Based on feedback from coaches, a portion of this year's funding will address a greater need...the cost to transport the team via bus from the airport to Coronado.

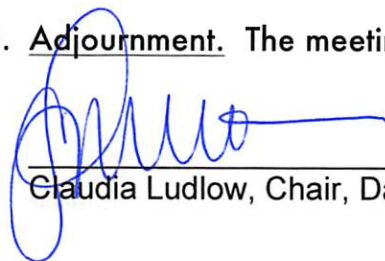
Nusrat Mirza said the Minneapolis delegation trip was awesome and he believes new business will come from it. David Spatafore asked whether the CTID would respond to a Letter to the Editor in the Coronado Eagle. The letter included several inaccuracies about the pending valet program. He was hopeful a solution could be found to benefit the local businesses and residents. Phil Monroe commented on a recent report that measured bridge traffic. He said Janet Francis would represent CHA in the future. Eddie Warner asked to agendize a discussion about updating the By-Laws at the July meeting in reference to opening up Board seats to non-Board staff.

4. Oral Communications. Eddie Warner asked to agendize a discussion about local marketing in the future as it pertains to City Council's directive. She expressed concern that the Board remain mindful to recuse themselves on agenda topics near their place of business.
5. Receive FY16 Report, Direct San Diego Tourism Authority for FY17. Margie Sitton reported that to date, 32,564 new room nights have come from their partnership (+7,328 year-to-year.) Since July, SDTA has provided 787 client leads and 56 group meetings have been booked (+12.) Coronado will be represented at 14 tradeshow and events. Over 1,100 client calls have been made since the start of the fiscal year. The SDTA also supervised the development of the video marketing kit, pull up banners and tradeshow booth. Each of these contribute to the "A World Away" campaign. Margie is finalizing the booth space and design for Coronado's position at IMEX. She recently met with the Northstar Meeting Group to discuss their outreach capabilities, something the CTID may consider for FY17. Margie felt the program was working well because it's been easier to get meetings with decision-makers. She asked the Board for topics to research for her follow-up presentation. Nusrat Mirza said this is tangible evidence that the strategy behind District Two is working. He said it can take time to build momentum, but everyone benefits from the effort. Andre Zotoff said he preferred more fam trips than a PR strategy. Sean Clancy also recommended more fam trips, to formalize the process of inviting them and staying aggressive with follow-up. Margie said she would arrange a conference with the hoteliers soon to get more direction.

6. Discuss and Possibly Fund July 4 Search/Rescue Demonstration: The ED said the CTID paid for a performance last Fourth of July that featured the US Coast Guard, a search and rescue demonstration in Glorietta Bay and a paratrooper flying a massive American flag. The Board will decide whether it wants to sponsor the same activities this 4th of July. Claudia Ludlow expressed pride that the CTID could help to revive this bit of Coronado history. Eddie Warner felt it could possibly bring more people to the island. Mary Ann Berta felt it was necessary for the Board to show its support of this event. Andre Zotoff felt it was a sign of respect for Coronado's military community. Nusrat felt those waiting for the fireworks would like to see something like this. Sean Clancy said he could understand that someone may feel it could attract day-visitors, but felt it was patriotic to fund it. Motion to approve: Spatafore. Second: Berta. Approved 7-0 (Gillingham no longer present, Warner abstained.)

7. Discuss and Approve Budget Appropriation for Polo Sponsorship. In May the Board was unsure which budget line to use for sponsoring Polo on the Beach at the Del. The sponsorship and event tickets will be used to engage those group meeting planners considering Coronado as their destination. Because the cost is tied to group meetings, the ED said they pull funds from several line items. He again recommended using \$30,000 of what was once the Local Marketing budget. Andre Zotoff felt the event would improve the image of Coronado with meeting planners. He asked the ED to research whether the TV spot included in the sponsorship could be blacked out in San Diego. Eddie Warner felt it was premature to fund the sponsorship out of local marketing until it was discussed further. She hoped the Board could find alternative ways to promote local businesses with that budget line. Sean Clancy suggested using the FY17 Event Sponsorship budget line. Motion to use the Event Sponsorship budget line: Motion: Clancy. Second: Zotoff. Approved 7-0.

8. Adjournment. The meeting was adjourned at 2:56pm

 7/7/16

Claudia Ludlow, Chair, Date

 7/7/16

Todd Little, Executive Director, Date