

Discover Coronado - Coronado Tourism Improvement Districts
Meeting Minutes
April 6, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 2:02pm. The following Discover Coronado Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Eddie Warner, Andre Zotoff, Bobby Kennedy, Sue Godwin and Sue Gillingham. Janet Francis joined the meeting after Staff Discussion. Nusrat Mirza was absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and Tom Ritter
2. **Approval of March 2, 2017 Minutes.** *Motion for approval: Gillingham, Second: Clancy. Approved 7-0*
3. **Staff Discussion.** The February assessment totaled \$45,302, just \$34 less than the total for the same month in 2016. Year-to-date the assessment total for each district is \$441,681.

The Destination Sales Team had numerous client interactions since the last meeting. On March 20th, Nusrat Mirza and his team at the Marriott hosted 26 meeting planners attending the Meetings Today Live event in San Diego. They came across the bay at sunset aboard a private yacht. After taking a site tour, Nusrat's team hosted the planners for dinner on their pier. Coronado's Destination Sales Team also met with clients at tradeshow in San Francisco, Denver and Charlotte. This week, members of the team are in the Northeast meeting with convention planners based in New York and Philadelphia. On Monday, the Hotel del Coronado, Loews Coronado Bay Resort and Marriott Coronado Island Resort will join the SDTA in Chicago at a client event during the Cubs' Opening Day.

The 5% commission program that was launched in late February has helped the Destination Sales Team secure nine conference contracts, providing 1,610 room nights in calendar year 2017.

Staff briefed Coronado MainStreet on the contents of Discover Coronado's Annual Report, and will also brief the Chamber of Commerce this week.

4. **Oral Communications.** None.

5. **Discuss and Approve Co-Funding Silver Strand Shuttle:** Clancy presented the Board with a request for funding for the Silver Strand Shuttle. He emphasized the importance of the shuttle as it connects groups, guests and Cays residents to the Village's shops, restaurants, and businesses. Last year's data showed the majority of riders originated from Loews, and that the Coronado Cays residents didn't utilize the service very frequently. On May 27th, a new curbside service will be available to Cays residents that wish to visit the Village through September 9th. Residents will be able to submit a pickup request to Loews. Within 20 minutes a golf cart will pick them up and take them to Loews to catch the shuttle to the Village. Clancy informed the Board that City Council voted on Tuesday to contribute some funding towards the shuttle and the Cays Curbside program. Loews will also contribute in-kind funding for both services. Clancy asked the Board for \$60,000 to go towards the operation, insurance, and fuel of the shuttle.

*Motion to contribute \$60,000 for the co-funding of the Silver Strand Shuttle: Zotoff.
Second: Godwin. Approved 7-0. Clancy abstained*

6. **Review and Determine Executive Director Compensation:** Ludlow explained to the Board why she proposed a compensation increase for the Executive Director. She felt that it was overdue and thanked the ED for all his hard work. She emphasized the importance of the ED's work, picking up tasks that the hoteliers are not able to spend time on and transitioning from leisure to groups. Zotoff reflected the same, and motioned to increase the ED salary. Clancy clarified that they were discussing the 10% increase that was accounted for in FY18 budget sheet. Zotoff stated that it takes a special skill set to be ED, and that the current salary is not on the high end for the industry. Warner asked if they were going to do a performance review as was done in previous years. Zotoff stated that a performance review could be beneficial in the future, but felt that performance review and pay evaluations were separate items. Ludlow stated that she has constant contact with the ED and knows how much the role has evolved, and wants to offer a raise immediately. Gillingham reminded the Board that the ED does not receive any benefits with his salary.

Motion to approve 10% salary increase for Executive Director and 10% wage increase for Assistant: Clancy. Second: Zotoff. Approved 8-0.

7. **Discuss and Possibly Approve Direction for Summer Shuttle Wrap:** The ED presented a mock-up of a new proposed wrap for the Free Summer Shuttle. The mock-up maintained the VW bus theme, but the riders were updated to be more

representative of the Coronado community. Ludlow stated that she did not want to change the artwork too much from last year because it is recognizable to previous riders. Zotoff stated that he likes the updates. Warner requested that the ED double-check that the times of the shuttle were accurately reflected on the artwork.

Motion to approve the proposed artwork: Ludlow. Seconded: Clancy. Approved 8-0.

8. **Adjournment.** The meeting was adjourned at 2:40pm.

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Claudia Ludlow
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Claudia Ludlow, Chair, Date

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Todd Little, Executive Director, Date