

Coronado Tourism Improvement Districts (CTID)

Minutes from CTID Advisory Board & Board of Directors August 4, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 2:02pm by Claudia Ludlow. The following CTID Advisory Board/Board of Directors were present: Sean Clancy, Eddie Warner, Janet Francis, Sue Gillingham, Bobby Kennedy and Sue Godwin. Andre Zotoff and Nusrat Mirza were absent. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter, Garry Bonelli, Kris Grant and Michael Donovan.
2. **Approval of July 7, 2016 Minutes.** *Motion for approval: Clancy, Second: Warner. Approved 6-0 (Godwin abstained, was not present for July meeting.)*
3. **Staff Discussion.** The June assessment total was \$57,794 for each district. The year-end assessment total for District One in FY16 was \$629,122 (-6% from the projected total but only 1% less than the total for FY15.) A number of factors could be contributing to this. The renovation at the Marriott possibly played a role because many hotel rooms were simply not available to rent. The ED also felt the cranky economy and the growth of neighborhood lodging options such as AirBnB could be factors.

The Destination Sales Team met with San Diego Tourism Authority (SDTA) to better define the expectations for the Coronado booth at the IMEX incentive group convention in October. The design team was given direction so the space is more compelling, welcoming and conducive to client discussions.

The ED is finalizing plans to host group meeting clients at the Beach Polo event at the Del. The sales teams at the hotels will use the opportunity to showcase Coronado as a meeting destination. Guests will sample a variety of activities on the island and enjoy dinner along Orange Avenue.

This week Coronado hosted an Olympic team that is training at BBMAC. The team discovered the facility from the marketing campaign funded by the CTID. They are currently staying at the Marriott Coronado Island Resort and will depart for Rio de Janeiro tomorrow.

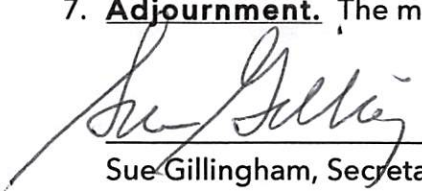
The updated website for the organizational side of the CTID is nearing completion. The updated website features more information about the CTID's group outreach. It also has an extensive document center dating back to 2010.

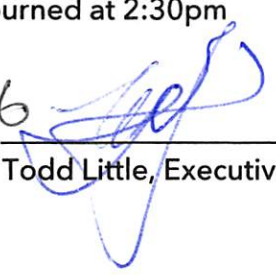
The packet included a draft of the CTID's Q4 report for FY16. The bookkeeper will not close the books on the year for a while and once those financial statements are available they will be included with the report. The City gets a copy and they will be posted online.

Melinda Smith has stepped down as National Incentive Sales Director through the SDTA. Margie Sitton has Melinda's tradeshows and schedule covered. She will soon follow up with the Board on her plan to fill Melinda's position. CTID Assistant Barbara Wainwright has taken a job with another company.

Eddie Warner suggested altering the FY16 assessment summary to include the \$5,000 administrative fees that were withheld previously from the City.

4. **Oral Communications.** Kris Grant has scheduled another Hotel Open House for this October. It will allow local residents to consider hotel options for visiting relatives.
5. **Approve Sue Godwin as Member of Board.** The Board was asked whether they approve Sue Godwin as an At-Large Member and Member of the Board of Directors. *Approved 6-0 (Godwin not eligible to vote.)*
6. **Receive Report and Possibly Approve Gifting of TV Airtime:** The ED recommends gifting the :30 TV spot that comes with the national telecast of Coronado Beach Polo to the Navy SEAL Foundation (NSF.) Admiral Garry Bonelli from Navy SEAL Foundation said service members and their families are priority and 95-cents of every donated dollar goes towards programs that accommodate them. Their program categories include Family Services, Educational Opportunities, Tragedy Assistance, Veterans Support and Transition Assistance. The organization has received a four-star rating from Charity Navigator since 2011. NSF invested \$10.9 million in programs in 2015. He said their programs supplement the limited programs provided by the Department of Defense and US Navy. Sue Gilligham asked how the NSF would use the proposed airtime. She was told it would help them fundraise to maintain or increase program services. Eddie Warner asked whether NSF staff operate the programs or if they are contracted out to professionals (they are contracted out.) *Motion to approve: Clancy. Second: Warner. Approved 7-0.*
7. **Adjournment.** The meeting was adjourned at 2:30pm


Sue Gilligham, Secretary, Date


Todd Little, Executive Director, Date