

Coronado Tourism Improvement Districts (CTID)

Minutes from CTID Advisory Board & Board of Directors

October 6, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 2:02pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Sean Clancy, Eddie Warner, Janet Francis, Sue Gillingham, Bobby Kennedy and Sue Godwin. Nusrat Mirza was absent. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter, Rita Sarich and Michael Donovan.
2. **Approval of August 4, 2016 Minutes.** Motion for approval: Gillingham, Second: Clancy. Approved 8-0
3. **Staff Discussion.** The ED said the August CTID assessment was \$75,374 for each district, about \$500 over the total for August 2015.

The CTID will host a division of Conference Direct starting October 7. On October 18th the CTID will have its own booth at the largest convention for incentive trip planners, IMEX in Las Vegas. Six group sales representatives will be in attendance. On October 30th the CTID will send a delegation to Denver to host meeting planners at the Chargers/Broncos game. In mid November, a delegation will meet with event planners in Sacramento.

The Coronado Destination Sales team will consider hosting the Financial & Insurance Conference Planners in 2017, Maritz and Elite Meetings in Spring 2018.

4. **Oral Communications.** Eddie Warner asked that FY16 financial statements be added to the CTID website.
5. **Discuss and Formalize Suspension of Local Marketing.** The ED said there's a lot of confusion whether the local marketing the CTID has funded in the past continues to this day. For the record, the CTID voluntarily suspended local marketing in April at the request of current City Council.

The ED recommended formalizing that cancellation, making it a mandate instead of a voluntary decision. This will help to clarify the issue for residents and will demonstrate to the future City Council that group meetings are the CTID's priority.

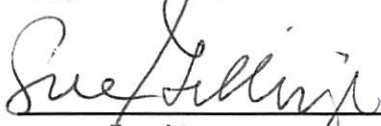
The ED recommended reallocating the funds that were to be used for local marketing towards the continuation of the shuttle programs downtown as well as to the Strand.


Sean Clancy would be interested in reallocating funds to the shuttle as he was unsure Loews would be able to provide the same in-kind donation for next year's Silver Strand Shuttle. Eddie Warner hoped to hold off on a decision to better plan something such as a restaurant guide that benefited the hotels and local businesses. Andre Zotoff felt a printed guide was old-fashioned in a digitally driven marketplace. He felt the current strategy to attract business travelers was ideal for supporting local businesses. Janet Francis suggested driving diners/foodies to the Visitor Center website which lists all of the restaurants. Claudia Ludlow was sensitive to the needs of local businesses but felt the funds should be used to improve hotel occupancy. Sue Gillingham suggested asking local businesses what they need and reassessing the subject in December. Rita Sarich stated that the CTID was originally founded with the goal of supporting small businesses, and recommended promoting Small Business Saturday as a way to do so. Andre Zotoff felt investing the funds for local marketing in any way could create more damage than good. Tom Ritter said City Council was clear in their wish to eliminate all forms of advertising in San Diego. *Motion to formally suspend all local marketing: Zotoff. Second: Clancy. Approved 7-1*

- 6. Discuss and Possibly Approve Median Beautification Request:** Andre Zotoff identified three asphalt and concrete medians on Orange Avenue that have been a cause for concern with the Hotel del Coronado and Glorietta Bay Inn. The medians are out of character for Coronado and ripe for improvement. They create unsafe situations for both pedestrians and vehicles. CalTrans has done nothing to address the safety and beauty of the medians. Andre suggested writing a formal letter to the City Manager of Coronado requesting improvements. Three options are available: pavers, pavers with succulents and pavers with seasonal flowers. The cost for installation varies from \$125,000 to \$180,000. Seasonal flowers would cost an additional \$18,000 annually to maintain. Most of the one-time expense would go towards design, construction, trenching and traffic control. Andre made it clear the expense should fall under capital improvements for the City of Coronado, not the CTID or CalTrans. The CTID might wish to offset some of the expense upon City approval. Rita Sarich has been requesting beautification of the medians for over a

decade and pledged support from Coronado MainStreet. Motion to approve letter to City Manager: Ludlow. Second: Zotoff. Approved 8-0.

7. **Adjournment.** The meeting was adjourned at 2:50pm

 12/8/16
Sue Gillingham, Secretary, Date

 12/8/16
Todd Little, Executive Director, Date