

# Coronado Tourism Improvement District (CTID)



## Minutes from Advisory Board/Board of Directors Special Meeting January 8, 2015, Council Chambers, Coronado, Ca.

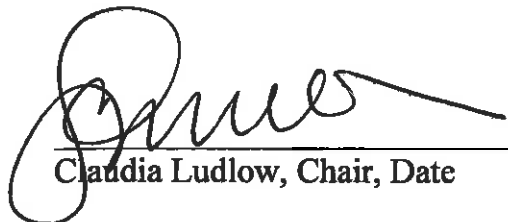
- 1. Call to Order.** The meeting of the CTID was called to order at 1:02 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Brian Johnson, Nusrat Mirza, David Spatafore, Phil Monroe and Mary Ann Berta. Eddie Warner was absent. Denise Schwab had previously stepped down from the Board.  
  
Also in attendance: Executive Director (ED) Todd Little, Coronado City Manager Blair King, Assistant Coronado City Manager Tom Ritter, Sue Gillingham from Hotel Marisol, Janet Francis from Coronado Visitor Center plus Rita Sarich from Coronado MainStreet.
- 2. Approval of Minutes from December 4, 2014.** Phil Monroe corrected the amount the City saved by pairing the Visitor Center with the Coronado Historical Association. It should have read \$350,000 annually. *Motion for approval with correction: Spatafore, Second: Monroe. Approved 7-0*
- 3. Oral Communications.** Rita Sarich asked the Board to agendaize a request made previously by the Coronado MainStreet Representative Eddie Warner. She requested information on the unused monthly salary for the incentive-based Sales Manager with the San Diego Tourism Authority. Melinda Smith started her position in November, leaving four months of salary (July-October) unused. Eddie wished to have it reflected in future billing invoices.
- 4. Hear update on Secretary and approve duty delegation.** The ED announced the resignation of Secretary Denise Schwab. He said the Chair has double-checked Denise's work with the meeting minutes all along and can supervise the minutes in the future. The ED said a new Secretary could be elected as the CTID approaches FY16. *Motion to*

*delegate supervision of the minutes to the Chair until FY16: Spatafore. Second: Zotoff: Approved 7-0*

5. Review and Approve Benefit Study. Brian Johnson asked to alter a sentence in the cover letter composed by the Chair. The sentence should read “greater visitation in the shoulder season.” He asked the ED to clarify a paragraph on page 20 the used the word “cumulative.” He wanted to make it clear that word meant “over the course of five years between FY16 and FY19.” He also asked the ED to very deliberately indicate the monetary gains between the existing assessment and the proposed increase. Phil Monroe asked City Manager to speak on the process of seeking an assessment increase. Blair King felt the study was good and well timed. He felt it was important for Council Members to understand how the new assessment would be invested. He said it was important for them to also understand how businesses near the assessed hotels would be positively impacted by an increase of group meetings. Once his staff receives the finished cover letter, report and materials, he will ascertain whether there is approval from Council Members to use his budget to begin the project. His request for approval may come as early as the first meeting in February. He also felt a second, parallel Tourism Improvement District would be best suited for servicing a new assessment. Andre Zotoff felt it was important for Board Members to meet immediately with Council Members so they understand how the entire destination would benefit from an assessment increase. Blair King said Board Members should be prepared to answer why the current assessment isn’t enough and whether there are multiple benefits for others. He said it would be wise to demonstrate how the assessed hotels help to drive the local economy. He asked that Board Members address the upside for residents who tolerate tremendous guest volume and traffic. He closed by encouraging Board Members to underscore what small businesses stand to gain should the assessment be increased. *Motion to the benefit study: Mirza. Second: Spatafore 7-0*

6. Staff Discussion and Updates. The ED said the Board packets included the November assessment data. It was a very strong month, \$39,678 was collected. That’s 31% over last years total for November. The totals are within 1% of projections, for FY15 \$287,308 has been collected.

1. Adjournment. The meeting was adjourned at 1:23 pm

  
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Claudia Ludlow, Chair, Date

  
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Todd Little, Executive Director, Date