

Coronado Tourism Improvement Districts (CTID)



Minutes from CTID Advisory Board & Board of Directors July 7, 2016, Council Chambers, Coronado, Ca.

1. Call to Order. The meeting of the CTID was called to order at 2:05pm by Claudia Ludlow, Chair. Advisory Board Members present: Andre Zotoff, Sean Clancy, Nusrat Mirza, Eddie Warner, Janet Francis, Bobby Kennedy and Sue Gillingham. Also in attendance: Executive Director (ED) Todd Little, CTID Assistant Barbara Wainwright, Tom Ritter, City of Coronado, Margie Sitton of San Diego Tourism Authority (SDTA), Jacques Spitzer of Raindrop Marketing, Carrie Fisher of Brian Bent Memorial Aquatic Complex (BBMAC) and Mike Donovan, Candidate for City Council.
2. Approval of June 2, 2016 Minutes. The ED corrected the vote for the July 4 Search/Rescue Demonstration proposal to read 7-0 not 6-0. Eddie Warner asked for clarification under the FY16 Report for new room nights created from the partnership with SDTA, which noted an increase of 7,328 so "year-over-year" was added. *Motion for approval: Gillingham, Second: Mirza. Approved 8-0.*
3. Staff Discussion and Updates. The ED welcomed two new members to the Advisory Board. Janet Francis will represent the Coronado Historical Association/Visitor Center and Bobby Kennedy will serve as an At-Large Member.

Year-to-date, the CTID assessment totaled \$576,329. For May, the assessment totaled \$50,761 but was adjusted to \$45,761 due to \$5,000 in administrative fees being removed by the City for each district.

The valet program funded by the CTID launched July 7 at Orange and B Streets and will run from 11am to 11pm through September 25th (or until the funding is exhausted.)

On July 4, hotel guests watched CTID-sponsored skydivers land on Stingray Point carrying three different American flags, each bigger than the one before it.

On July 1, the banner program financed by the CTID made its debut with a series of 30 banners stretching from First Street to City Hall.

Sean Clancy said the Silver Strand Shuttle has seen over 13,000 riders with Sundays being the busiest day of the week and 7:00pm to 8:30pm the heaviest times each day.

Coronado recently hosted IMN Solutions, one of the country's top group planners. Nusrat Mirza said that they were a great group for the Marriott to host for lunch. They also enjoyed a bay cruise courtesy of Loews. Claudia noted the other hoteliers included Glorietta Bay Inn in their sales efforts. Sean said the group has already generated leads.

4. Oral Communications. Sue Gillingham mentioned the Chamber of Commerce event "Celebrate Coronado" on July 14. New this year, City Employee of the Year award.

Carrie Fisher-Fernan provided an update on the BBMAC swim team program. Since sending the June 7 email blast, they have seen interest from 17 teams. The teams book accommodations at Glorietta Bay Inn during the off-season.

5. Approve At-Large Members, Directors and Officers. The ED led the Board through the election process for FY17. *The Board approved new At-Large Member Bobby Kennedy, with Bobby Kennedy abstaining, 7-0. The Board voted 8-0 to serve through FY17. The Board voted to approve Sean Clancy as Treasurer, Sue Gillingham as Secretary, Claudia Ludlow to continue as Chair and Andre Zotoff to continue as Vice-Chair, 8-0.*
6. Discuss and Approve Strategy and SDTA Budget Allocations. Margie Sitton presented her recommendations for the CTID's partnership with the San Diego Tourism Authority (SDTA). Coronado hotels saw an increase in FY16 of 11,125 more room nights over FY15. Site inspections were up 138 over last year and the number of bookings were also up. Prospective calls average 64 a month.

Margie presented a mock-up for the tradeshow booth to be used at IMEX in Las Vegas in October. The Coronado portion of the booth will be tethered to the San Diego portion. Sean Clancy requested that Coronado be better represented on the outside skin. Margie said the footprint was 20x40 and that it would be located in the same area as previous IMEX shows. Andre Zotoff suggested techniques such as 3D mapping may be used to create more of an impact. Margie agreed to do things a little differently and assured the Board that the booth is reusable. Nusrat Mirza suggested refining the bridge image to more closely resemble the actual bridge. Andre Zotoff commented that the booth crystalizes the uniqueness of Coronado while connecting it to San Diego.

Margie presented the proposed SDTA marketing budget for FY17 totaling \$340,000. The Board suggested that Margie attend the next CTID destination sales meeting to gain a perspective from the hotel sales staff. Sue Gillingham asked Margie to verify that the goal

was to target group meetings for the off-season. Margie confirmed. The ED noted that the CTID's strategy was to focus on tradeshow. *Motion to approve with the Destination Sales Team providing suggestions for \$114,000 in unspecified funding: Warner. Second: Clancy. Approved: 8-0.*

7. Discuss and Approve Modifications to CTID By-Laws. The ED noted that the By-Laws were enacted in 2011 so the CTID would run independently from the City in its decision-making. Civitas was hired due to their experience with improvement districts and was called again to assist the Board with proposed changes pertaining to Directors (that they do not need to serve as members of the organizational boards they represent.) Eddie Warner suggested that the By-Laws be changed to reflect this. The ED recommended additional changes:

Page 1, Article II: "...as a destination for group meetings through the development and operation..."

Page 2, Section 3: "...Coronado Visitor Center; each of the three members may be nominated from that organization's Board of Directors, executive leadership or staff."

Page 2, Section 5: "Election of Directors shall take place prior to or at the start of a new fiscal year."

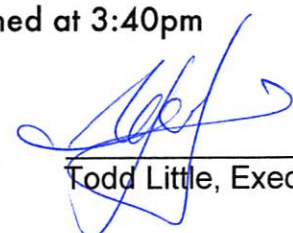
Page 3, Section 1: "As necessary, an annual meeting of the corporation shall be held at a time the Board may fix from time to time." *Motion: Clancy. Second: Warner. Approve 8-0.*

8. Discuss and Approve Modifications to Beach Polo Sponsorship. There were recent changes to the Beach Polo sponsorship including the December telecast switch from ESPN II to NBC Sports; deadline moved up for print ad and the :30 TV spot will air in San Diego. The ED expressed concern that the TV spot could be misconstrued as an advertisement for daytrippers although its intent was for group business. The ED suggested gifting the TV spot to a charitable organization, Navy SEAL Foundation due to its affiliation with Coronado. Eddie Warner suggested the Board investigate any organization prior to endorsing them. Sue Gillingham recommended input from the SEAL community and to research them at Guidestar.org. *The Board tabled the topic.*

9. Adjournment. The meeting was adjourned at 3:40pm



Claudia Ludlow, Chair, Date



Todd Little, Executive Director, Date