



Meeting Minutes
December 7, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:03pm. The following Advisory Board/Board of Directors were present: Harold Rapoza Jr., Nusrat Mirza, Sean Clancy, Eddie Warner, Sue Gillingham, Tom Mitchell, Jori Fentiman, and Sue Godwin. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and Tom Ritter.
2. **Approval of October 20, 2017 Minutes.** *Motion for approval: Mitchell, Second: Rapoza. Approved 9-0.*
3. **Staff Discussion.** The October assessment totaled \$49,731. Year-to-date, the assessment totals \$268,864 per district, just \$500 less than last year's total to date.

Sean Clancy notified the Board that Discover Coronado secured hosting Site SoCal, a large network of incentive trip planners, in December 2018.

Harold Rapoza spoke on the recent success of hosting the U.S. Chamber of Commerce's Committee of 100 in Coronado. The group visited three of the assessed resorts and will hopefully bring future group business to Coronado.

Later this month, the Destination Sales Team will strategize with meeting planners in Sacramento, Chicago and Los Angeles. Staff is finalizing plans to send a delegation from Coronado to New York City and Philadelphia to host a sales event for meeting clients from the Northeast.

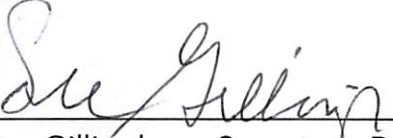
Sue Gillingham updated the Board on the status of the business development strategic plan. The Coronado Chamber of Commerce Board has been in discussion regarding the strategies they will potentially oversee, and that she expects to have a final decision to present to the Board in January.

4. **Oral Communications.** None

5. **Consider and Approve Jori Fentiman for Board of Directors:** Coronado City Council approved Jori Fentiman as the new At-Large Member of the Advisory Board. Because Discover Coronado is also a 501 c 6 non-profit organization, the Board of the Directors needed to vote whether Jori would join the Board. *Motion to approve Jori Fentiman as a Director: 8-0 (Fentiman abstained).*

6. **Approve Destination Sales Director Position:** The ED outlined how group business is currently acquired for the destination. It includes combined efforts of the San Diego Tourism Authority (SDTA) and the sales teams of the assessed resorts. Little prescribed the need for a representative who could exclusively focus on selling the assessed properties to meeting planners, collectively and equally. The Destination Sales Director would report to the Executive Director and concentrate on developing strategies that deliver bookings, produce room nights from groups, and elevate demand for Coronado as a meeting destination. The position would work closely with SDTA and the resorts' sales teams to build and deploy both short-term and long-term sales programs. Mirza stated that every other destination in Southern California has this position and having the position within Discover Coronado would lead to more group business. *Motion to approve Destination Sales Director position: Ludlow, Second: Mitchell. Approved 9-0*

7. **Adjournment.** The meeting was adjourned at 2:32pm.



Sue Gillingham, Secretary, Date



Todd Little, Executive Director, Date