



Meeting Minutes
February 1, 2018, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:04pm. The following Advisory Board/Board of Directors were present: Claudia Ludlow, Harold Rapoza Jr., Sean Clancy, Eddie Warner, Sue Gillingham, Tom Mitchell, Jori Fentiman, and Sue Godwin. Nusrat Mirza was absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and Robin MacCartee from the Coronado Historical Association.
2. **Approval of December 7, 2017 Minutes.** *Motion for approval: Mitchell, Second: Rapoza. Approved 8-0.*
3. **Staff Discussion.** The December assessment data was not available at the time of the meeting. The assessment in November was up 6%. To date, the assessment totals are \$312,730 per district.

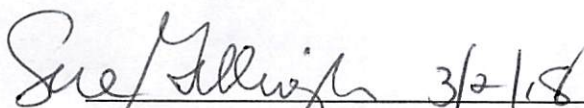
The Destination Sales Team will be attending two important client events in New York City and Philadelphia this month. The team will be promoting Coronado as a premier meeting destination to planners based in those regions. A Destination Sales Director position has not been filled yet, but the Executive Director and Destination Sales Team leaders have interviewed multiple qualified candidates. When the position is filled, the new staff member will be introduced to the Board.

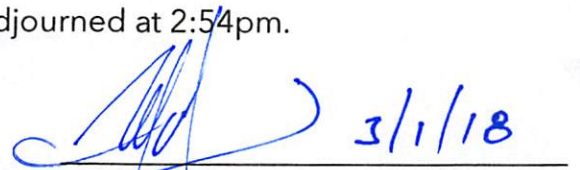
4. **Oral Communications.** Robin MacCartee of the Coronado Historical Association thanked the Board for their sponsorship of the upcoming John D. Spreckels exhibit.
5. **Discuss Community Projects for FY19:** The Executive Director presented various community projects that the Board could budget for in fiscal year 2019. He emphasized the importance of investing in community projects because they make the destination more attractive to visiting groups. The options presented to the Board included continuing to fund the Free Summer Shuttle, Silver Strand Shuttle, Film Festival Trolley, Business Development Strategy, and the banners along Orange Avenue. Two new ideas were presented including a Shop Local Shuttle that would run during the month of December,

providing transportation to groups and residents that wish to visit Coronado shops and restaurants during peak shopping season. The second new opportunity was to replace the rooftop lights along Orange Avenue to be more energy efficient and visually consistent. Warner felt that shuttle services are always favorable and expressed interest in doing a one-year trial of the Shop Local Shuttle. Gillingham reminded the Board that the Business Development survey ranked a year round shuttle as favorable with the local merchants. Clancy stated that the Free Summer Shuttle, Silver Strand Shuttle, and Film Festival Trolleys were proven concepts and should be included in the budget. Clancy also expressed concern regarding the cost of the Shop Local Shuttle and proposed running it for a shorter period of time to be more fiscally responsible. The ED stated that he was hoping to receive direction at this time, and would provide more accurate costs and details for the next meeting. Warner stated that the City might have interest in helping to fund the Shop Local Shuttle as well. In regards to the rooftop lighting project, Warner expressed that finding the appropriate ambience is difficult with LED light bulbs. Gillingham mentioned that the 1906 Lodge had found a good balance and recommended taking advice from them. *Motion to include all the initiatives in FY19 planning: Mitchell, Second: Warner. Approved 8-0.*

6. **Provide Direction- Business Development Strategy:** The ED reminded the Board that they had approved a three-step strategic plan to help motivate visiting groups and guests to visit Coronado shops and restaurants. The strategic plan, which included the branding of Orange Avenue, the hiring of a part time Destination Coordinator, and the creation of turnkey events for meeting planners, was offered to the Coronado Chamber of Commerce to execute. Gillingham thanked the Board for the opportunity and the trust in the Chamber to execute the plan, but explained that the Chamber Board is currently developing their own strategic plan and was therefore not able to commit to overseeing these initiatives. Gillingham reminded the Board that the Chamber's strategic plan may have initiatives that would be a good fit for Discover Coronado to fund, and recommended that the funds be carried forward for future opportunities to help the local merchants. Clancy reiterated that Discover Coronado staff should not take on these initiatives because they do not grow group business for the destination. Ludlow stated that she would like to see something happen in the future that will benefit the local businesses, and wasn't ready to give up on the commitment. *Motion to carry Business Development funds over for future opportunities: Ludlow, Second: Warner. Approved 8-0*

7. **Adjournment.** The meeting was adjourned at 2:54pm.


Sue Gillingham, Secretary, Date

 3/1/18
Todd Little, Executive Director, Date