



**Special Meeting Minutes**  
**April 5, 2018, Carousel Room, Hotel del Coronado**

1. **Call to Order.** The meeting began at 2:07pm. The following Advisory Board/Board of Directors were present: Harold Rapoza Jr., Sean Clancy, Tom Mitchell, Jori Fentiman, Sue Godwin and Sue Gillingham. Claudia Ludlow, Nusrat Mirza and Eddie Warner were absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Siri Gawecki, Margie Sitton from San Diego Tourism Authority and Tom Ritter.
2. **Approval of March 1, 2018 Minutes.** *Motion for approval: Clancy, Second: Mitchell. Approved 6-0.*
3. **Staff Discussion.** The Executive Director introduced the organization's new Director of Destination Sales & Marketing, Siri Gawecki. Gawecki introduced herself and shared a little bit of her background and future responsibilities. Over the next few months, the Destination Sales Team and Gawecki will prospect for business at events in Minneapolis, Dallas, Phoenix, and in New York and Philadelphia again.

The March assessment totaled \$49,928 per district, about 10% more than the total for March 2017. The grand total for the assessment is \$448,005 per district, which is on track to finish at 3% over last year's total, approximately \$705,000 per district.

In April, a highly influential group of meeting planners will discover Coronado. Northstar Meeting Group is hosting their annual Destination California event at Loews Coronado Bay Resort. This event was made possible by the partnership with San Diego Tourism Authority. It will be Gawecki's first hosted event for Discover Coronado. She and Mayor Richard Bailey will welcome Northstar representatives, who'll also experience each of the assessed resorts.

The Board packet included a copy of the FY18 Annual Report. An updated version will be in City Council's packet for April 17th. In the public hearing, Tom Ritter and the ED will cover the organization's scope of work in FY18 and management plans for FY19. The second hearing date is scheduled for May 15th.

4. **Oral Communications.** None.
5. **Review and Approve SDTA Scope of Work:** Margie Sitton, SVP of Sales at San Diego Tourism Authority (SDTA), reminded the Board that so far in FY18, the SDTA sales team has provided the four Coronado resorts 459 new group meeting leads, resulting in 37 bookings and 23,607 room nights. Sitton described sales programs that have worked well so far in FY18, including various tradeshow and roadshows across the country. Looking at FY19, SDTA will continue their client outreach efforts, but will also focus on new customer acquisition. In order to achieve this, Sitton proposed planning more corporate familiarization trips to Coronado and hosting in-market events. Fentiman asked if they are pursuing international markets as well. Sitton explained that airline schedules can be challenging when seeking international business, but she is hopeful now that San Diego has opened up direct flights from London, Tokyo, Frankfurt and Zurich.
6. **Receive Economic Impact Study Summary:** The ED presented some highlights of a recent Economic Impact Study, completed by Tourism Economics, to quantify Discover Coronado's impact on the economy. The data collected from the four assessed resorts for CY17 showed that a meeting attendee spends an average of \$1,161 or \$306 daily while in Coronado for a convention. During 2017 Coronado hosted 84,494 group meeting attendees, resulting in 188,868 group room nights sold. The amount of group room nights sold has grown 7.2% since Discover Coronado first began its shift to group business in 2013. This more than triples the pace of leisure room bookings, which only grew 2% over the same period. Group business from Discover Coronado is estimated to contribute \$10.1M to the economy. The study also highlighted the fact that the majority of group business occurs during the off-season, between January and March, which helps the resorts achieve an average annual occupancy of 73.2%. Group room nights accounted for 44.2% of 2017 occupancy rates, as opposed to 43% in 2013.
7. **Provide Recommendations to Update By-laws:** The ED explained that the organization's by-laws had not been updated since its incorporation in 2011. Little recommended various edits for the Board to discuss and stated that a final draft will be brought to the Board for approval at a later date.

Tom Ritter recommended not applying the ED's edits pertaining to the need four approvals on an action item (since it is the same structure the City follows). The ED and Board agreed. Ritter also suggested having City Council agendaize a discussion to activate the new term limits.

The ED proposed moving the following updates to consent:

Article 1: Add "d.b.a. Discover Coronado"

Article 2: Update mission statement

Article 5, Section 3: Reflect that Executive Directors can also serve on behalf of their local organizations

Article 5, Section 5: Remove mention of annual meeting and replace with "prior to the next fiscal year." Also add that at-large members "must be approved by Coronado City Council."

Article 6, Section 1: Remove "February" and replace with "prior to a new fiscal year"

Article 7, Section 11: Add dual-signature requirement

Article 11, Section 3: Remove verbiage pertaining to FDIC Insurance

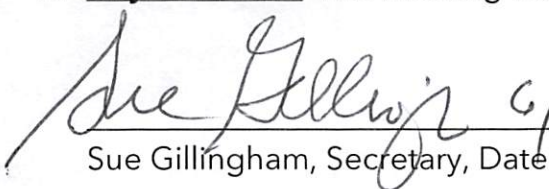
Article 11, Section 5: Add that members must complete an ethics training course and disclose income as prescribed by the City of Coronado

Certificate of Secretary: Update to Sue Gillingham

*Motion to approve consent items: Approved 6-0.*

Article 5, Section 2: The ED suggested applying the same term limit to the three community organization representatives that the at-large members adhere to (maximum two terms, three years each, six years total). Gillingham said she sees value in adding term limits, but also feels there is a benefit to having someone like herself remain on the Board because she feels so passionately about the mission. Clancy said welcoming new community representatives after six years of service complies with City policy and would bring fresh perspective. The ED felt that the hoteliers should be exempt from term limits because they personify the (group meeting) mission of Discover Coronado better than anyone. Clancy mentioned that General Managers tend to turnover prior to six years anyway, and that the owners of the hotels might discontinue the assessment if the General Managers of the resorts were not serving as Board Members. Rapoza said he's served on other Tourism Boards and they follow the same guidelines for hoteliers. *Motion to add term limits for community group representatives to the by-laws. The representatives shall serve no more than two consecutive terms. A term is defined as a three-year period that begins with the first day of service on the Board. Representatives who have previously served on the Board are eligible to return after sitting out one three-year term. The hotel representatives are exempt from term limits: Clancy. Second: Rapoza. Approved 6-0.*

8. **Adjournment.** The meeting was adjourned at 3:03pm.

  
Sue Gillingham, Secretary, Date

  
Todd Little, Executive Director, Date