



## Meeting Minutes

June 7, 2018, Council Chambers, Coronado City Hall

1. **Call to Order.** The meeting began at 2:02pm. These Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Tom Mitchell, Jori Fentiman, Sue Godwin, Sue Gillingham and Eddie Warner. Harold Rapoza and Nusrat Mirza were absent. Also in attendance: Executive Director (ED) Todd Little, Hannah Campbell, Siri Gawecki, Tom Ritter, Doug St. Denis and Kris Grant.
2. **Approval of April 5, 2018 Minutes.** *Motion for approval: Mitchell, Second: Gillingham. Approved 7-0.*
3. **Staff Discussion.** The ED sought and received the Board's permission to change the running order of our agenda.

The ED introduced Hannah Campbell the new Assistant at Discover Coronado. Hannah originates from Simi Valley and is a graduate of the University of Oregon with a Business degree. She is now pursuing a second degree in Nutrition Studies. The Board thanked Tom Mitchell for his service representing CHA and was given a token of appreciation.

The ED shared the April 2018 assessment information. \$61,132 was collected for each district in April. The total is up 8% year-over-year. To date each district has collected \$573,460.

Since the last meeting Discover Coronado funded the design, production and installation of the wraps for the Free Summer Shuttles. We will soon begin work on the Shop Local Shuttle that will launch on Black Friday and run through Christmas Eve.

The ED has begun working with the Coronado Golf Course on a program to attract college golf teams to Coronado during the off-season. We will be targeting Division 1 and 2 colleges in winter climates in the mid-west, north and northeast.

Last week the ED attended the three-day California Travel Summit in San Diego and he reported that many destinations are shifting to group meetings as their core business

because of residential concerns with over-tourism. It gave him even more confidence in Discover Coronado efforts, which no longer targets day-visitors and leisure travel outreach.

Claudia Ludlow announced the sale of the Glorietta Bay Inn, which should close August 20th. She acknowledged Buzz Wooley who has owned the property for 43 years.

4. **Oral Communications.** Doug St. Denis of the Coronado Island Film Festival acknowledged the ED's concern that a sponsorship of the Festival by Discover Coronado might appear to be marketing to local San Diegans. She hopes to return with a plan that meshes with the Board's focus on the group meeting industry. Sue Gillingham thanked the City of Coronado and Coronado MainStreet for their work to replace the trash cans in Coronado, which took multiple years to complete.
5. **Hear Update from Dir. Of Destination Sales.** Siri Gawecki returned from the Incentive Research Foundation event in Cancun where she networked with 200 meeting planners. In April Coronado hosted Northstar's Destination California summit. The event showcased the assessed resorts and their meeting capabilities. The event produced a lead for an event featuring 10,885 room nights valued at \$3,425,810. Discover Coronado has followed up with Northstar meeting planners via two email blasts. Both are a play on the Siri voice assistant associated with the iPhone. Siri Gawecki recently met with 120 meeting planners in New York City, Philadelphia, New Jersey and Dallas. Discover Coronado has recently installed two software systems (Cvent and Simpleview) that will streamline the RFP process. Siri introduced a new initiative that pays Coronado group sales executives to share leads they've declined with other assessed properties. Next, Siri will begin planning for the Beach Polo client event in September. Discover Coronado will partner with San Diego Tourism Authority at IMEX, the largest tradeshow for the meeting industry. In November Discover Coronado will meet with clients in the Pacific Northwest at a Seahawks game. Jori Fentiman asked how far in advance meetings are planned. She was told anywhere between 90 days and 2 years. Sean Clancy asked about targeting Canadian meeting planners. He was told there are several fam trips from Canada planned plus plans for Siri to attend Canada's largest meeting tradeshow: Incentiveworks.
6. **Approve Modifications to Non-Profit Incorporation By-Laws.** The ED recapped why the modifications were necessary, including the Board's wish to align the by-laws with City of Coronado policy. Most of the modifications were cosmetic. The Board of Directors were broken into three classes: Class 1: assessed hoteliers, Class 2: representatives from local organizations and Class 3: at-large members, approved by City Council. Because at-large members already adhere to the City's policy of two term limits, the same terms were applied to Class 2. Class 1 was exempt from term limits as to not jeopardize the

continuation of assessment should their General Manager be termed out. The ED also outlined language about eligibility, accounting procedures and ethics compliance completed annually by Board Members. Eddie Warner felt the term limits for Class 2 would be difficult for the local organizations. She added in previous discussions the Board declined to alter the terms because it would tie the hands of the local organizations. She was unsure if another board member or the Executive Director of Coronado MainStreet would want to serve. Tom Mitchell said he was leaving Discover Coronado because their Executive Director asked to serve in the position. He felt their Executive Director could have inside knowledge that he is not privy to. Sue Gillingham said she wanted to serve on Discover Coronado out of respect to the businesses the Chamber of Commerce serves. Sean Clancy said term limits were already discussed at length and the Board voted unanimously for the health of Discover Coronado. He felt cycling in board members encouraged fresh perspective and new energy. Jori Fentiman asked about protocol if there is a delay in finding a new representative. The ED reminded the Board that the organization does not risk losing the seat if there is a delay. *Motion to approve: Ludlow. Second: Mitchell: 6-1, Warner voting no.*


7. **Approve MacCartee as Director, Approve Officers for FY19.** The ED led the annual approval process associated with the 501 c 6 incorporation of Discover Coronado.

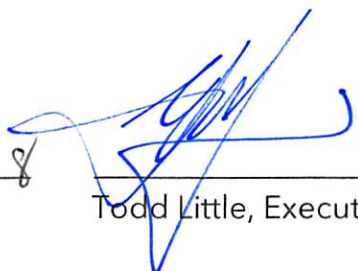
ED: All those in favor of having Robin MacCartee as a Director, please raise your hand. *Robin MacCartee approved as Director, 7-0 vote.*

ED: All those in favor of having our Directors, including Robin MacCartee, on the Board of Discover Coronado during FY19 please raise your hand. *The existing Board Members, including Robin MacCartee approved, 7-0 vote.*

ED: Claudia Ludlow has agreed to continue as Chair in 2019, as has Vice-Chair Sean Clancy, Treasurer Nusrat Mirza and Secretary Sue Gillingham. All those in favor of these officers for FY19 please raise your hand. *The existing officers approved to serve in FY19, 7-0 vote.*

8. **Adjournment.** The meeting was adjourned at 2:50pm.

  
Sue Gillingham, Secretary, Date 8/1/18

  
Todd Little, Executive Director, Date 8/2/18