



## Meeting Minutes

September 6, 2018, Council Chambers, Coronado City Hall

1. **Call to Order.** The meeting began at 2:04pm. These Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Jori Fentiman, Robin MacCartee, Sue Gillingham. Harold Rapoza, Nusrat Mirza, Sue Godwin and Eddie Warner were absent. Also in attendance: Executive Director (ED) Todd Little, Hannah Campbell and Tom Ritter.
2. **Approval of August 2, 2018 Minutes.** *Motion for approval: Clancy, Second: Gillingham. Approved 5-0.*
3. **Staff Discussion.** The ED sought and received the Board's permission to change the running order of our agenda.

The ED gave an update on Director of Destination Sales, Siri Gawecki, who broke her leg on Sunday and is now home after spending time in the hospital. Through Wi-Fi and instant messages the team continues to function well.

The Board received an update on the June assessment and the final assessment for FY18. \$72,104 was collected for each district in June. The total is up 24% year-over-year (YOY.) In FY18 a total of \$702,885 was collected in each district, up 4.8% YOY. Occupancy for FY18 was about 76% and the average daily rate was \$323.56, up 1.2% from FY17. The TOT for the City was \$14,925,000 up about 3% from FY17.

The ED's work on the Shop Local Shuttle continues. He will keep the Board updated as launch day approaches.


Discover Coronado will sponsor fireworks on 92118 day. Fireworks will go off at 7:20pm, at the end of the event and just prior to the movie on the beach at the Hotel del Coronado.

4. **Oral Communications.** None.
5. **Hear Update on Coronado Golf Course Program, provide direction.** Discover Coronado was hoping to replicate the success of their BBMAC swim team program to improve group occupancy at Glorietta Bay Inn and Coronado Island Marriott Resort (as well as increase

local business revenue) with college golf teams. During the research stage it was discovered golf teams differ from swim teams in their travel budgets. The Board was asked if it would like to pursue a program to lessen the number of corporate groups that leave Coronado for another course, to reallocate funding elsewhere, or to move funds to reserves. Sue Gillingham asked if Coronado golf course was up to par with the off island courses like Aviara and Torrey Pines, (and if putting repurposing the funds would be worth it if they are not.) The ED said the golf course is going through some improvements with a restaurant and event space to help keep them competitive. Sean Clancy asked if Discover Coronado would be directing Roger Miller (Director of Recreation and Golf) or if he has initiatives already. The ED informed him that he's sure Rodger has his own initiatives but the direction would be coming from the board on how the funding would be reallocated if that was the choice to move forward. Robin MacCartee questioned tee time availability, and if Roger could come speak to the Board to clarify a few things. Sue Gillingham asked Tom Ritter from the City about usage of the course, and he said it is decreasing, and that tee times are available. He thought Roger should be able to provide more insight regarding resident usage and availability for hosting tournaments and midday games for meeting attendees. Sean suggested a concierge incentive program through the hotels for booking group customers at the golf course. He liked the idea of allocating funds towards marketing material to increase awareness to group attendees. The Board requested more information but authorized reallocation of funds to increasing group attendance at the golf course. *Motion to approve: Clancy. Second: MacCartee. Approved 5-0.*

6. **Receive Update on Group Sales Programs.** The ED updated the board on group sales efforts through SDTA events and tradeshow, remote client visits, industry marketing and hosted event sponsorships. Siri Gawecki had just returned from tradeshow in Toronto and Salt Lake City where there were one-on-one appointments. On the horizon for client interaction is the 2018 Beach Polo event where we will host 6 clients and their guest for a weekend in Coronado, in October there is the IMEX tradeshow and in November we will host Pacific Northwest clients at a Seattle Seahawks game against the Los Angeles Chargers. Discover Coronado is continuing with the Explorer campaign. Tactics also include email blasts to client databases with via Cvent, IMEX America, SiteSoCal and others. A new business initiative is the 4% rebate. This was designed to offset a commission cut to planners at Hilton and Marriott properties. It was deployed to secure group contracts before the end of December.
7. **Adjournment.** The meeting was adjourned at 2:31pm.

 11/2/18  
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Sue Gillingham, Secretary, Date

 11/1/18  
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Todd Little, Executive Director, Date