



Special Meeting Minutes

January 3, 2019, Sovereign Room, Loews Coronado Bay Resort

1. **Call to Order.** The meeting began at 2:05pm. These Advisory Board/Board of Directors were present: Sean Clancy, Harold Rapoza, Jori Fentiman, Sue Gillingham, Sue Godwin, Eddie Warner, Nusrat Mirza, and Claudia Ludlow. Robin MacCartee was absent. Also in attendance: Executive Director (ED) Todd Little, Siri Gawecki, Hannah Campbell, Tom Ritter, Johan Engman, Jan Barranco, Phil Fitzgerald, Adam Wagner, Carrie Fischer-Fernan, and Rita Sarich.
2. **Approval of November 1, 2018 Minutes.** *Motion for approval: Gillingham, Second: Clancy. Approved 8-0*
3. **Staff Discussion.** The ED updated the Board on the assessment. \$59,659 was collected for each district in October, up about 20% from the October 2017 total. To date, \$302,247 has been collected for each district, up 10% year-over-year.

The Board was updated on the Free Shop Local Shuttles, which ended on New Years Eve. Over 19,000 riders were transported during the 38-day program. Those riders included meeting attendees, guests and residents.

The ED recapped the client contact Discover Coronado has had since the last Board meeting which included hosting high tech industry meeting planners at a Seattle Seahawks game. The Director of Destination Sales met with meeting planners based in Sacramento and Washington DC.

4. **SITE SoCal Update.** Siri Gawecki gave an update on SITE Southern California, which included hosting 320 meeting planners from San Diego, Orange County, and Los Angeles in Coronado. They stayed at the Hotel del Coronado and Loews. Each resort participated in a sailing regatta with potential clients. They sailed from Loews to a luncheon at the Coronado Marriott Resort. The investment for this event was \$440,000, which was paid over 2 years. ROI has already been confirmed for this event: 1177 definite room nights for the Hotel del Coronado which is \$384,725 in room revenue plus Loews has a pending 975 room night contract for \$203,775 in room revenue. Many more leads are anticipated due to the short-term nature of this market.

5. **Update on Coronado Island Marriott Resort Renovation.** Nusrat Mirza gave an update on the renovations happening at the Marriott Resort. They began in Q4 of 2018 are set to be complete on March 15th, 2019. The timing is similar to the room renovations that took place in 2015-2016. Currently the pool deck, lobby, restaurant, bar, and primary meeting space are under renovation. The renovation is giving the space a contemporary look. Nusrat said 35% of their business is group business so it is very important for the hotel to remain competitive. Sue Gillingham questioned if there is an operating bar and restaurant during the renovation. Nusrat confirmed that there is. Marriott has a patio outside of their updated spa and that is currently operating as their restaurant and bar until the renovations are complete.

6. **BBMAC Swim Team Campaign Update.** Carrie Fischer-Fernan from BBMAC and Adam Wagner from Raindrop Marketing gave an update on the FY19 campaign. The presentation recapped the creative material created by Raindrop. So far, the campaign has produced twice the number of leads as last year, but projected revenue for the 18/19 season is \$105,436. (In 17/18 season it came to \$115,851.) There is still a busy spring season ahead so those numbers may change. Carrie said that swim and water polo teams are booking during dates that were never previously used, which is a good sign. They are seeing a lot of returning teams as well as new business. Nusrat questioned the number of teams that can be hosted at the pool at one time. Carrie said that it really depends, but currently they were hosting 8 teams and between the dates of 12/13/18-1/22/18 they will have had 23 teams come through. Sean questioned the budget for this year and Adam clarified that it was \$20,000 which was double the FY18 budget. Claudia said the Glorietta Bay Inn tries to be accommodating with the rate for swim teams especially to fill need times, but holiday weekends and summer rates make it difficult to accommodate teams at a lower rate. Nusrat questioned what cities BBMAC competes with. Carrie answered that is mostly Hawaii and Florida, which is used often by east coast teams due to shorter, cheaper flights. Eddie Warner questioned if the campaign was creating leads for non-assessed hotels. Adam said there is always bleed that happens with advertising, but they do their best to direct traffic to Glorietta Bay Inn and Coronado Marriott. Claudia confirmed that there is some bleed, and groups they cannot accommodate are referred to smaller hotels which still keeps the business in Coronado.

7. **Receive Update and Provide Direction on Coronado Golf Course Initiative.** The ED recapped the Coronado Golf Course initiative. \$20,000 is budgeted to better retain groups that meet in Coronado, but play golf elsewhere. The ED preferred to keep the group (and the revenue) in Coronado. In the past 3 years at the Hotel Del Coronado, an average of 20 groups a year left Coronado to play elsewhere. The Coronado Golf Course restaurant and event space are under major renovations through April 2019. The meeting space is ideal

for events before and after tee times. Johan Engman from the Feast and Fareway restaurant said the patio will be split into two sides, one for breakfast/lunch and one for dinner. The breakfast and lunch area will then be available for events in the evening of up to 300 people. The renderings show a warm inviting space, ideal for corporate groups. Jan Barranco, the Event Director for the Course, addressed the preconceptions of the golf course, including issues in the past finding tee times or space to accommodate groups. She reassured the board that attitude has changed. Jan is a former meeting planner who understands the opportunity with corporate groups. Phil Fitzgerald of the Golf Course said there have been great improvements to the clubhouse and pro shop as well. Course officials recently embraced corporate play by allowing shotgun starts. Nusrat Mirza recommended a transportation plan for groups traveling to the Course from the four assessed resorts.

Sean Clancy said he is in support of using funding to raise awareness of the new renovations and availability at the golf course as long as hotel staff and community members were made aware of the new concepts and attitudes. Johan said there would be a soft opening at the course in April to display all of the renovations and the hotel sales teams will be invited. Harold suggested an annual industry event to keep the golf course top of mind. He also suggested the golf course partner with the resorts to offer a package of "golf and stay". Eddie Warner voiced her concerns about the community being aware and informed about the changes at the golf course. Tom Ritter of the City reassured her the regular groups were aware and excited about the change. *Motion to use funds for creating awareness in the community and with the sales teams to retain group business at the Coronado Golf Course. Motion: Mirza, Second: Rapoza. Approved 8-0*

8. **Business Development Budget.** The ED informed The Board that there was \$75,000 remaining in the FY19 Business Development Budget. He suggested using that money for 1) branding Orange Avenue, 2) illuminating Orange Avenue to encourage walking, window shopping and discovery, 3) activating Orange Avenue to extend hours of shops and promote events to existing visiting groups and guests, 4) securing Orange Avenue, using the funding for efforts towards training and tools to help protect the security of our destination, or 5) apply the budget towards more sales outreach. Eddie Warner informed the board that Main Street has been working on replacing the current lighting on Orange Avenue and it has been more of a struggle than they anticipated trying to find a suitable solution. Sean Clancy supported using the money for more sales outreach because the mission of our organization is to improve group business. The other hoteliers agreed that would be a great use of the money since two resorts are undergoing renovations and behind pace with bookings. Nusrat thought the responsibility for preservation and promotion of Orange Avenue should fall more on individual shop owners. Rapoza voiced

his concern for resort owners needing to see returns on the collection of the assessment. Sue Gillingham and Eddie Warner reminded other board members that part of the mission of Discover Coronado is enrichment of the community/destination. Sue Gillingham suggested using the funds to fulfill the strategic plan presented to the board about a year ago. The hoteliers were skeptical because the Chamber wasn't previously prepared to execute the plan. *Motion to receive a business development proposal on March 7th, 2019 from Chamber and Main Street that invests some or all of the budget. Motion: Clancy, Second: Ludlow. Approved 8-0*

9. **Adjournment.** The meeting was adjourned at 3:52 pm.

Sue Gillingham, Secretary, Date

Todd Little, Executive Director, Date