

DISCOVER Coronado

Meeting Minutes

November 1, 2018, Council Chambers, Coronado City Hall

- 1. Call to Order.** The meeting began at 2:02pm. These Advisory Board/Board of Directors were present: Sean Clancy, Harold Rapoza, Jori Fentiman, Sue Gillingham, Sue Godwin and Eddie Warner. Nusrat Mirza, Claudia Ludlow and Robin MacCartee were absent. Also in attendance: Executive Director (ED) Todd Little, Siri Gawecki, Hannah Campbell, Tom Ritter, Kelly Purvis, and Margie Sitton.
- 2. Approval of August 2, 2018 Minutes.** *Motion for approval: Rapoza, Second: Fentiman. Approved 5-0 (Gillingham had not arrived.)*
- 3. Oral Communications.** None.
- 4. Group Sales Update from SDTA.** Margie Sitton updated the Board on SDTA's program of work in Q1, which included sales events, familiarization trips to Coronado for potential clients and concentrated efforts in Canada. To date SDTA has secured 10,575 group room nights from 19 confirmed sales contracts. This total is more than the total in Q1 FY18. SDTA has leads on 115,644 additional room nights. There are 236 active meeting leads, which is also more than the FY18 total for Q1. A new sales manager for the Mid-West (Chicago) has been hired and more business is expected from that region. Sean Clancy mentioned that the number of client site inspections is up. He asked Margie to update the Board if she needed something new or more so the target sales goals can be met.
- 5. Update from Director of Destination Sales.** Siri Gawecki briefed the Board on her recent client interactions. She provided these sales leads:

IncentiveWorks: 3 leads, 2080 potential room nights
Connect: 6 leads, 1665 potential room nights
Beach Polo: 2 leads, 800 potential room nights
IMEX: 10 leads, 15,232 potential room nights

Siri updated the Board on marketing efforts to engage meeting planners, including email outreach to IMEX attendees and a lead generation program with Meetings Today. She outlined four immediate client events she'll supervise: Pacific Northwest meeting planners event at Seattle Seahawks game, roadshows to visit clients based in Sacramento and Washington D.C. and the massive SiteSoCal event in Coronado this December. Eddie Warner commented on the modest ROI for Beach Polo. She was told that the event has produced strong ROI in the past and it may result in more contracts as time passes.
- 6. Community Banner Program Update.** Kelly Purvis reviewed the program that began in 2016 and has received positive feedback from residents. The banners help to activate Orange Avenue and unite the

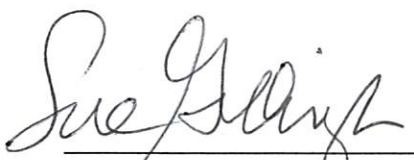
event at Seattle Seahawks game, roadshows to visit clients based in Sacramento and Washington D.C. and the massive SiteSoCal event in Coronado this December. Eddie Warner commented on the project ROI for Beach Polo. She was told that the event has produced strong ROI in the past and it may result in more contracts as time passes.

6. **Community Banner Program Update.** Kelly Purvis reviewed the program that began in 2016 and has received positive feedback from residents. The banners help to activate Orange Avenue and unite the multiple blocks with color and consistent messaging. They help to salute local artists and organizations as well as the summer and holiday seasons.
7. **Staff Discussion.** The ED updated the Board on the assessment, which totaled \$84,708 per district in August. Year to date the total is about 10% more than FY18.

The Board was briefed on the forthcoming Shop Local Shuttles. Service will begin November 23rd as an effort to maintain a strong and attractive business community...something that is important to meeting planners considering Coronado as a destination.

The ED then briefed the Board on the final FY18 budget. He outlined the final totals including the investment of retained earnings for more client contact.

8. **Adjournment.** The meeting was adjourned at 2:52 pm.

 1/9/19

Sue Gillingham, Secretary, Date



1/3/18

Todd Little, Executive Director, Date