

City of Coronado



Coronado Tourism Improvement District Advisory Board Meeting **Minutes from Meeting of January 6, 2011**

1. Call to Order. Meeting was called to order at 2:02 p.m. Present were the following CTID Advisory Board Members: Kathleen Cochran, Camille Gustafson, Courtenay McGowan, Dave Landon, Eddie Warner, David Spatafore and Mary Ann Berta. Tim Herrmann was absent.
2. Approval of Minutes. Motion, second and pass (MSP) to approve the draft minutes of the meetings of December 2, 2010.
3. Oral Communications. None.
4. Granting. In December City Council approved the Board's recommendation to grant \$3,000 to Coronado Historical Association (CHA), Coronado Floral Association and the Lamb's Players Theatre. The Board was required to vote again on a grant application from CHA/Coronado MainStreet/Coronado Visitor Center after a previous vote failed to comply with quorum requirements in the Municipal Code.

Courtenay McGowan and Eddie Warner updated the Board on the revised "CoNA" application that requested \$3,000 to be split between brochure printing and a small print advertisement in the San Diego UT. Todd Shallan instead motioned to recommend a \$3,000 grant for a larger print advertisement, which was unanimously approved by six voting members (with two recusals.)

5. Coronado Branding. Rob Petrie of MeringCarson presented the final version of the artwork recommended by the Branding Subcommittee. The City Attorney is trademarking the artwork.

On January 13th the Local Marketing Subcommittee will meet with MeringCarson to review print ad concepts that utilize the brand. These concepts were included in the negotiated package with MeringCarson as was a style guide that monitors usage/readability of the branding in signage, advertising and stationery.

The recommended artwork was unanimously approved by the CTID Board and will next be presented to City Council. The Administrator and Board Members would then begin presenting the artwork to the organizations they belong to. The Administrator will work with ConVis to plan a press release.

The artwork has been delivered to organization that received a grant from the CTID to fulfill their obligation to include the branding in their marketing materials.

The Brand Subcommittee will be dissolved.

6. Marketing: Kathleen Kubota of ConVis provided a summary of the Fall hotel marketing campaign. The Board reviewed and unanimously approved the recommended “*Where Main Street Meets Bare Feet*” campaign that features a full-page print ad, online banner ads and newspaper insert.

Because the newspaper insert has a long shelf life for Spring, the Administrator will review the cost of printing additional copies for distribution elsewhere.

The Board was given an update on the Fall hotel marketing campaign which included email campaigns (LA Magazine and Texas Monthly) that surpassed national averages for click-thrus. The cost-per-click for the TripAdvisor portion of the campaign was considered high and ConVis will make adjustments for the campaign set to launch in February.

On January 31st a radio campaign will begin. The Local Marketing Subcommittee will evaluate recommended script ideas on 1/13. The scripts will likely profile events in Coronado that will bring San Diegans across the bridge.

7. Budget: November assessments were about \$6,000 over projections. So far the CTID has collected just under \$200,000 overall. A current balance of about \$122,000 exists only because costs and expenses have been minimal. As invoices for the Spring marketing campaigns arrive the balance will be more moderate. At the same time, the CTID has not needed to access the line of credit made available by the City.
8. Planning Subcommittee The Administrator recommended establishing a Planning Subcommittee for a number of large projects ahead. After reviewing a series of ideas the Board agreed to schedule an offsite “retreat” to first address the need for a mission/vision statement. The date and location of this meeting will be made available to the public.

The Administrator will then work with the Board in anticipation of the Annual Report due to the City in April. That report would also include a Strategic Plan for Fiscal Year 2011-2012. Additionally, a companion budget will be developed with the approval of the CTID Board.

9. Administrator Activity Summary. Board Members were given a recap of the strategic meetings held in December by the Administrator. Port Commissioner Lou Smith and Coronado Mayor Casey Tanaka were among those who met with the Administrator.
10. Meeting was adjourned at 3:39pm.