

City of Coronado



Coronado Tourism Improvement District
Advisory Board Meeting
Minutes from Meeting of December 2, 2010

1. Call to Order. Meeting was called to order at approximately 2:02 p.m. Present at the meeting were the following CTID Advisory Board Members: Kathleen Cochran, Tim Herrmann, Camille Gustafson, Courtenay McGowan, Dave Landon, Eddie Warner, David Spatafore, and Mary Ann Berta. With Chairman Todd Shallan absent, Vice-Chair Kathleen Cochran lead the meeting.
2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of November 4, 2010.
3. Oral Communications. The Board approved Rita Sarich's (Coronado Mainstreet) request to have the Administrator assist Coronado businesses that are having difficulty uploading their profiles on sandiego.org/Coronado.
4. Branding. Since the last board meeting the Branding Subcommittee reviewed three alternative taglines but stayed consistent by recommending "A Bridge Away," which was subsequently approved by the Board. After declining an estimate for a custom font for spelling out *Coronado*, MeringCarson has created new brand mock-ups utilizing stock font instead. The Subcommittee will review them before making a recommendation to the Board January 6th, 2011.
5. Local Marketing. The Board was given copies of the print ad that was the result of their approval of \$5,000 for local marketing. The "Happier Holidays A Bridge Away" campaign will run again December 9 in the San Diego UT.

The Local Marketing Subcommittee had planned to use the \$5,000 to create a full page co-op campaign where other Coronado businesses could purchase ad space at a reduced price. The City began researching whether it was a conflict of interest for CTID Board Members to purchase ad space within that campaign for their own businesses. Because of a pressing art deadline it was necessary for the Administrator to delay use of the co-op strategy, developing an ad instead that promoted Coronado's holiday shopping, recreation, dining and history.

The City provided an opinion shortly thereafter, which stated that CTID Board Members are allowed to participate in co-op campaigns with several stipulations:

- The campaign is open to all tourist based businesses
- The opportunity is promoted in a number of arenas

- CTID members are not shown preference in pricing or ad placement
- Ad spaces are determined by a random selection

The Board consented to these guidelines, allowing for the use of co-op advertising in the future.

The Administrator was asked to clearly define “tourist-based business” should the Local Marketing Subcommittee recommend another co-op campaign in the future.

6. Local Marketing Options. The Local Marketing Subcommittee met during November to review the Administrator’s recommendation for an additional investment of \$20,000 for marketing Coronado to San Diegans from January 15-April 1. Seven media options were evaluated including event marketing, print, ads movie screen campaigns, radio and digital platforms. The Board heard their recommendation for Total Traffic Radio. Motion MSP to approve \$20,000 for Total Traffic Radio and \$10,000 for San Diego Magazine.

To measure the success of this campaign, the Administrator was asked to begin a case study with twelve Coronado businesses. To measure the gains from this campaign the Administrator will request and report YTD comparisons to the Board.

7. Granting: The Administrator provided a recommendation of grant awards for four Coronado events that, based on his evaluation, improve hotel stays and local business. The Board reviewed each application, determining that:

- * The grant amount requested should be what is awarded, if approved by the Board.
- * The grants should ideally supplement new, unique and innovative marketing methods or events.
- * There should be enough time between approved grant and event to include Coronado branding in marketing materials, website and efforts.

Susan Enowitz (Coronado Historical Association) spoke on behalf of the application for marketing during the Centennial of Naval Aviation (CONA) 100th Anniversary Parade of Flight. She reminded the Board that the effort was a collaboration between CHA/Visitors Center, Coronado MainStreet and the Coronado Public Library.

Karen Finch (Coronado Chamber of Commerce) asked for clarification on the projected number of hotel rooms booked with the application for the Lamb’s Players Theatre. The projections came from the application for the Steel Magnolias performances.

APPROVED GRANTS:

Motion MSP to approve \$3,000 to Lamb’s Players Theater for Steel Magnolias performances.

Motion MSP to approve \$3,000 to CHA Historical Homes Tour. Courtenay McGowen recused herself and David Spatafore abstained.

Motion MSP to approve \$3,000 to Coronado Floral Association (CFA) Flower Show. David Spatafore abstained.

OTHER GRANT APPLICATION REVIEWS, VOTING AND NOTES

Motion was made by Mary Ann Berta, seconded by Kathleen Cochran, to review application from CHA for 100th Anniversary Parade of Flight. . Eddie Warner and Courtenay McGowen recused themselves and David Spatafore abstained. Motion was denied by majority vote.

Motion MSP to deny the application for Coronado Valentine's Day 10K because of little or no impact on hotel stays or general Coronado business.

Motion MSP to deny the application for the Coronado Youth Soccer Holiday Cup. The denial was because of the inability to have Coronado branding on marketing materials and the short promotional window before the scheduled event.

Leslie Crawford (Coronado Floral Association) inquired whether it was permissible to have their \$3,000 grant be incorporated within the \$20,000 marketing campaign approved earlier for Total Traffic Radio. She was instructed to compose a letter requesting such expenditure to the CTID Administrator for coordination.

Each of the approved grants will go before the Coronado City Council on December 21, 2010 for final approval. A grant contract will be developed by the City.

Thereafter, the Administrator will review the grant application process with Board members, previous applicants and the Community for improvements that could debut July 1, 2011.

8. Budget: An updated budget was provided to Board members reflecting October assessments within \$133 of projections. To date the assessments have totaled \$170,105. The total expenditures to date are: \$50,453.

Discretionary funds of \$53,000 were reviewed to reflect the \$5,000 local market advertisement, the \$30,000 in additional local marketing Jan-Mar as well as the \$9,000 in grants.

9. Holiday Parade The Administrator presented the artwork that was to be used by the CTID in the Parade "Santa's Our Favorite Tourist!" Board Members were updated on a meeting place and invited to ride the parade aboard an Old Town Trolley.
10. Meeting was adjourned at 4:09pm.