

City of Coronado



Coronado Tourism Improvement District
Advisory Board Meeting
Minutes from Meeting of May 5, 2011

1. Call to Order. Meeting was called to order at approximately 2:01 p.m. Present at the meeting were the following CTID Advisory Board Members: Chairman Todd Shallan, Tim Herrmann, Camille Gustafson, Dave Landon, Eddie Warner and Courtenay McGowen. Vice-Chair Kathleen Cochran and at-large members David Spatafore and Mary Ann Berta were absent.

Also in attendance were CTID Administrator Todd Little, Jerome Torres from the City of Coronado, Rita Sarich and Phil Monroe of Coronado Mainstreet, Katherine Matlack of Coronado Visitor Center and Karen Finch of Coronado Chamber of Commerce.

2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of April 7, 2011.
3. Annual Report/Service Plan. The Coronado City Council approved the Annual Report on May 3rd and added the work of the CTID Board exceeded their wildest expectations. In a vote of 4-1 the Council approved the extension of the CTID but before approving the incorporation of the CTID Councilmember Ovrum requested a 3 to 5 year budget forecast and a copy of the proposed incorporation bylaw the CTID would adopt. The Administrator will prepare this document with assistance from the Planning Subcommittee for approval June 2nd by the CTID Board. It will be presented to Council on June 21.
4. Incorporation. The Board discussed changes and edits to the draft bylaws created by Melanee Cardoza of Civitas:
 - The four assessed hotels will have permanent Directors and the five remaining Directors will have three-year terms (which is consistent with Coronado municipal code.) Further, those five Directors would not have a term limit.
 - The new at-large Directors must be approved by the other seven Directors for terms of three years.
 - Coronado Historical Association/Coronado Visitor Center, Coronado MainStreet Limited and Coronado Chamber of Commerce will continue to assign their at-will Directors from their respective boards. Those individuals may continue as a CTID

Director after their term ends with the organization they represent under these conditions:

- Only through the end of their current three-year term.
 - Based on the approval of the organization's Board.
- A quorum is specified as no less than five Directors. No less than four Directors are necessary for approval of any action. No less than two of the four voting Directors should be representatives of an assessed hotel.
 - The Board then altered the title of President/CEO to Executive Director.

The Board unanimously approved the bylaws contingent on these adjustments and a few minor typographic corrections. A final version of the by-laws will be presented for approval at the June 2, 2011 Board Meeting.

5. Administrator Evaluation The Chairman Todd Shalan requested a closed session to provide the evaluation necessary to approve an 8% bonus to the Administrator. Each Board Member was given a copy of the original job description, an achievement summary prepared by Todd Little as well as an evaluation score sheet. Todd Shalan recommended having a subcommittee collect the score sheets from each Board Member, tabulate them, create a summary and share it with Todd Little. Then, on June 2nd, the subcommittee would make a recommendation to the Board on the proposed bonus. At the same time the subcommittee can make a recommendation for hiring Todd Little as the Executive Director of the new independent non-profit CTID.
6. Granting. This agenda item was tabled because three members, including two at-large members were absent. It will return to the June 2nd agenda.
7. Meeting was adjourned at 3:08 pm.