



Coronado Tourism Improvement District (CTID)  
Supplemental Board Meeting  
**Minutes from Meeting of June 27, 2011**

1. Call to Order. Meeting was called to order at approximately 2:05 p.m. Present at the meeting were the following CTID Board of Directors: Todd Shalan, Courtenay McGowen, Tim Herrmann, Camille Gustafson, Dave Landon, David Spatafore and Mary Ann Berta. Kathleen Cochran and Eddie Warner were absent.

Also present: CTID Executive Director (ED) Todd Little and City of Coronado Senior Management Analyst Jerome Torres.

2. Approval of Minutes. Minutes from June 2, 2011 meeting were approved.  
Motion/Second: CG/DS
3. Oral Communications. Mary Ann Berta was pleased with the variety and volume of media coverage for the opening of the Village Theater. She asked for a summary of the coverage. The ED will provide a summary of media earned by CTID's efforts that were independent of coverage obtained by the Theater's local PR representative Joe Ditler.
4. Incorporation and Transition. Todd Little provided this summary of what has been accomplished and what remains for the July 1, 2011 incorporation of the CTID.
  - The ED and Chairman reviewed terms within draft Special Services Agreement
  - Treasurer, Secretary and ED established banking systems at Pacific Western
  - Each CTID officer and the ED signed individual documents for the fidelity insurance bond required by the City.
  - ED is working with web designer on mock-ups for Board approval
  - ED has submitted documents to IRS to finalize tax-exemption status of CTID

Remaining tasks:

- As soon as the Agreement is signed, the City will transfer approximately \$30,000 into the CTID bank account for July expenditures.
- The Treasurer, ED and Faulds Bookkeeping will meet with City on July 6, 2011 to establish accounting systems, reporting expectations and protocol for transferring assessments.

- Collected assessments can take up to 60 days from the time they are sent from the hotels to the time they are deposited in the CTID bank account.
- On August 1, the CTID will receive the June assessments as well as any CTID balance beyond the initial \$30,000 deposit.

5. Special Services Agreement. The Agreement was received on June 22<sup>nd</sup> the day after City Council authorized the City Manager to sign it. The Assistant City Manager Tom Ritter provided satisfactory answers to the ED's initial concerns.

The Agreement included new several terms including automatic renewal verbiage based on Council's approval of the CTID Annual Report/Service Plan/Budget. The Agreement also outlined a \$5,000 administrative fee retained by the City for processing the monthly assessments.

Additionally, the CTID is bound to specific instructions from the City for its accounting practices, insurance limits and quarterly reports. The Coronado brand will continue to be owned by the City, but licensed to the CTID for use.

Section 2.3.3, which forbids use of assessments for any purpose outside of the approved Annual Report, seemed to limit the CTID's recent ability to approve unexpected marketing opportunities that present themselves. Both Tom Ritter and Jerome Torres of the City assured the Board this text applies to very large expenditures outside of the marketing/promotional mission of the CTID. The amount and nature of such expenditure would require approval from City Council. Todd Shallan cited the installation of signage throughout Coronado as an activity that would require Council approval.

Because one or both City representatives will attend CTID meetings in the future, the Board could immediately ascertain whether a proposed expenditure would require approval from the Council.

Other topics discussed:

- Tim Herrmann asked whether profits from usage of the Coronado logo belong to the City or CTID (CTID retains revenues.)
- Jerome Torres reminded the Board that should the CTID be discontinued, the assessments would be returned to the City initially, then returned to the assessed hotels.

The Agreement was signed by the Chairman and will go into effect when signed by the City Manager and/or City Attorney.

The Special Services Agreement was unanimous approved. Motion/Second: *TS/MAB*

6. Agreement with Executive Director. The Chairman outlined his recommendation for retaining Todd Little to serve as the Executive Director of the CTID for FY 11-12.

Previously Todd Little was contracted with the City. His agreement with the City was adapted for use by the CTID. The new agreement reflected two changes:

- The ED will now be covered under the State Farm policies secured by the CTID. In the past Todd Little purchased insurance and was reimbursed by the CTID.
- A base salary of \$70,000. This stems from a 97% approval rating in the May performance evaluation that provided a merit increase of \$4,875. Todd Little has also been conservative with expenses, using only 50% of his \$5,000 allotment.

While a performance evaluation is necessary in May 2012, there is no performance bonus expectation. The Board also heard a request for the agreement with the Executive Director to include a confidentiality agreement and specific verbiage pertaining to note-taking that is compliant with the Ralph Brown Act.

Jerome Torres indicated that confidentiality agreements are not expected with City contracts. Because CTID is already transparent with its practices and provides Minutes that are Brown Act compliant, Courtenay McGowen felt neither request was necessary.

The CTID Advisory Board unanimously approved the agreement. Motion/Second:  
*CM/MAB*

7. Adjournment. Meeting was adjourned at 2:30 pm.