

City of Coronado



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

1. Call to Order. Meeting was called to order at approximately 2:04pm in Council Chambers. Present at the meeting were the following CTID Board Members: Todd Shallan, Kathleen Cochran, Tim Herrmann, Courtenay McGowan, Dave Landon, Eddie Warner, David Spatafore, Mary Ann Berta and Holly Ansley.

City staff present included Tom Ritter, Assistant City Manager, and Jerome Torres, Senior Management Analyst.

Also in attendance were:

- Rita Sarich, Executive Director of Coronado Mainstreet
- Karen Finch, Executive Director of Coronado Chamber of Commerce
- Susan Enowitz, Executive Director of Coronado Historical Association
- Katherine Matlack, Manager of Coronado Visitors Center
- David Axelson, Coronado Eagle Journal
- Steve Johnson, eCoronado.com

2. Approval of Minutes. Motion MSP to approve the draft minutes of the meetings of August 12, 2010. Eddie Warner offered a more complete description of Coronado's unique selling position as defined by ConVis research and refined by a discussion within the Board. She also added an agreement to introduce the branding elements to the community of Coronado once it is completed. The additions were approved after a motion from David Spatafore and a second from Kathleen Cochran
3. City-CONVIS Contract After a series of conference calls, the hotel subcommittee chose the second of three marketing proposals presented by ConVis. The plan included marketing in both Fall and Spring with free standing inserts/supplements to the LA Times, San Diego UT and Orange County Register as well as localized print ads in national magazines. But after reviewing the budget and calendar the Administrator recommended reserving the bulk of the marketing budget for Spring to generate a greater impact and return on investment. In the meantime ConVis will recommend other marketing tactics that can be implemented this Fall that require little cost but yield high results. Because marketing this Fall would have limited results Kathleen Cochran motioned to approve this plan and David Spatafore provided a second.
4. MeringCarson Contract-Branding As the evolution of the Coronado branding continues, the Administrator recommended establishing a four-person subcommittee to approve the

artwork. Doing so allows subcommittee members to monitor the process and share developments within their circles of influence. After an initial review from the Administrator, the subcommittee would meet twice to review the artwork versus the research findings and approved direction. Kathleen Cochran, Tim Herrmann, Mary Ann Berta and Eddie Warner volunteered to join the subcommittee. Some concern was voiced about the research behind the branding, fearing the skewed sample may not best represent the families who visit Coronado. Both Tim Herrmann and David Spatafore asked the Administrator to work with MeringCarson to include family images (as well as others) in the ad design mock-ups that will follow the approval of the branding.

Rita Sarich asked if the City Council could veto the branding and she was told it could not. The Administrator will share the completed branding with the City Council as well as community groups, organizations and individuals.

5. Projected CTID budget. The Administrator provided a preliminary spreadsheet that included the projected monthly budgets for the CTID based on the FY 09-10 TOT collections. The projected \$413,000 budget will be reforecasted in December and shared during the January Board Meeting. At this time the budget did not reflect all of the planned expenditures including the ConVis and MeringCarson contracts. Each of the hotels were encouraged by Todd Shallan to privately share their expected revenues so the Administrator had an even more accurate budget. This data can be an actual figure or a percentage increase/decline and would not be shared with anyone.
6. Administrator activity report. As outlined in the Administrator's agreement, a monthly accounting of meetings, conferences and outreach will be provided to update the Board as they evaluate performance versus job description. This will also aid the Board's ability to approve an earning bonus for the Administrator based on excellent service and results.
7. MemberNet training. The Administrator recommended getting assistance with training Coronado businesses that wish to add their profiles, content and events to the Coronado landing page provided by ConVis. The page will be managed by the Content Coordinator at ConVis but managed locally by the Administrator.

After the first training session it was clear that more training is needed. Rita Sarich asked if the Administrator could assist businesses that had little or no experience with web content and it was agreed Todd Little would do so for a limited time. Tim Herrmann reiterated that service should be reserved for hospitality/tourism-based business only. The Administrator will hold another training session soon and will be a resource for documents, tips and troubleshooting.

The Coronado landing page is in development and ConVis has agreed to look into adding the Coronado Visitors Center to the page as well as creating a hyperlink to their resources including their extensive visitors brochure.

8. Open discussion: Todd Shallan invited questions from the Board and guests. David Spatafore asked for an agenda item next month to review the procedures for offering

sponsorship dollars and grants to Coronado events conducive to tourism, booked rooms and retail growth. The CTID has worked with the City to document the procedure and requirements. The Administrator will review the document and include it as an agenda item for the October 17th Board Meeting.

9. Adjournment. The meeting adjourned at approximately 3:05 pm.