

City of Coronado



Coronado Tourism Improvement District
Planning Retreat, Glorietta Bay Inn
Minutes from Retreat of February 24, 2011

1. Call to Order. Meeting was called to order at approximately 1:10 p.m. Present at the retreat were the following CTID Advisory Board Members: Todd Shallan, Dave Landon, David Spatafore, Mary Ann Berta, Kathleen Cochran, Courtenay McGowen and Eddie Warner. Camille Gustafson and Tim Herrmann were unable to attend. Two members of the public attended the retreat: Rita Sarich of Coronado MainStreet and Susan Enowitz from Coronado Historical Association and Visitor Center.
2. Oral Communications. None.
3. Agenda. Chairman Shallan opened by identifying the goals of the retreat: creating a mission statement, evaluating short-term and long-term goals of the CTID, review options for renewal of the CTID as well as the strategy for the Annual Review.
4. Mission Statement After reviewing the definition of a mission statement and a lengthy debate about core responsibility, the attendees agreed on this statement:

“To effectively promote Coronado as a year-round destination to visitors across the bridge and across the country, while contributing to the vitality of the community.”

This recommendation will be taken to the full Board March 3, 2011 for approval.

5. Goal-setting. Before addressing the renewal and Annual Review, it was important for attendees to identify what it was they would like to see the CTID address in the future:

SHORT-TERM (one fiscal year)

Reassess grant process

Continue marketing

Secure guidelines for logo usage (already provided by MeringCarson)

Create one consistent voice for marketing copy/text

Invest in photography for marketing/promotion

Participate in co-op marketing opportunities i.e. ConVis

Offer webcam content to any and all websites

Consider behavioral retargeting

Concentrate marketing on off-season

Stay competitive with other tourist destinations

LONG-TERM (five fiscal years)

Way finding signage

Establish Visitor Center in San Diego or embellish Coronado Visitor Center
Lobby for Old Town Trolley stop near Coronado Visitor Center
Develop comprehensive transportation brochure for cars, bikes, ferry and foot traffic
Create day-trip planner tools (both virtual and physical)
Place docent on ferries or San Diego ferry pavilion
Build and strengthen Coronado brand/recall
Invest in photography, videography and b-roll distribution
Initiate marketing to reach tourists outside of the US
Create comprehensive website (or landing page with hyperlinks) for tourism
Work with City and Caltrans to establish downtown shuttle
Develop mobile way-finding strategies and apps
Lighted sign on Toll Booth to welcome visitors to Coronado
Explore growth opportunities with conventions

6. Annual Review: In April the CTID could seek renewal under the current Parking and Business Improvement Area Law of 1989 that includes only a one-year extension that is closely monitored by the City of Coronado. As an alternative, the CTID could request approval under the Property and Business Improvement District Law of 1994 that would extend the CTID for up to 5 years while providing greater long-term planning, spontaneity and self-governance.

Rita Sarich of Coronado MainStreet suggested an ability to seek a 5-year extension under 1989 law that would allow for greater freedom than what currently exists. Rita was asked to provide the contact information of an expert in 1989 and 1994 laws as well as Business Improvement Districts. She agreed to do so.

Retreat attendees were given a timeline for the Annual Review as well as the ensuing public hearings. The length of the process depends upon which law (1989 or 1994) the CTID wishes to present to the City Council. Their attendance at these meetings is encouraged.

7. Strategy: As a result of the discussion, the Administrator will recommend an extension under the 1994 law. This will require the approval of the Board March 3, 2011. To aid in the construction and approval of the Annual Review, these strategies were established:
- Retaining expert counsel as to better understand and articulate the nuances, pros, cons and advantages of the 1989 and 1994 laws.
 - Using that information in the composition of the Annual Review
 - Apply information when meeting with Council Members to defuse reservations.
 - Provide summaries of meetings to Administrator

The Administrator will project the cost of the Counsel and make a recommendation to the Board.

8. Meeting was adjourned at 3:15pm