

Coronado Tourism Improvement Districts (CTID)



Minutes from CTID Advisory Board & Board of Directors May 5, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting of the CTID was called to order at 2:00pm by Vice-Chair Andre Zotoff. The following CTID Advisory Board/Board of Directors were present: Andre Zotoff, Mary Ann Berta, Phil Monroe, Eddie Warner, David Spatafore and Sue Gillingham. Claudia Ludlow, Sean Clancy and Nusrat Mirza were absent. Also in attendance: Executive Director (ED) Todd Little, Barbara Wainwright from the CTID, Kelly Purvis from the City of Coronado, Janet Francis from Coronado Historical Association and Ray Richardson.
2. **Approval of Minutes.** *Motion for approval: Monroe, Second: Berta. Approved 6-0.*
3. **Staff Discussion.** The ED said the Board packet included a draft copy of the Q3 report due to the City on the 15th.

The artwork for the free summer shuttle has been updated for 2016. There are only cosmetic changes from last year.

On May 24th the CTID will host meeting and incentive trip planners in Minneapolis. The breakfast and lunch attendees will be fitted with Maui Jim sunglasses and a custom cleaning cloth featuring the assessed hotels.

On Tuesday City Council agreed to beta test the valet program that the CTID will fund. David Spatafore said the valet will be next to Bank of America on B Street. The cost will now be \$5. An additional fee may be applied if the car is parked longer than 3 hours. City Council will receive an update every 30 days and could consider funding the project should it be successful. Eddie Warner asked whether guests will be asked where they have visited. David said it is doable.

On May 17th Coronado City Council will review the banner campaign that is being funded by the CTID. If they approve the effort, the first series of banners will be in place by July 1.

In the City Council meeting on April 19th the CTID was discussed for over an hour and both districts were ultimately approved to continue in FY17. The ED said City Council essentially asked the CTID to discontinue outreach to day visitors. He added the funds earmarked for local marketing could be reallocated by the Board. Eddie Warner said she hated to see a change with the local marketing budget. Phil Monroe felt the CTID's presentation was good and including local merchants was smart. Mary Ann Berta agreed. The next public hearing date with City Council is May 17th.

The ED welcomed Sue Gillingham to the Advisory Board who will represent the Coronado Chamber.

4. **Oral Communications.** Kelly Purvis said she has been leading the strategic meetings for proposed Orange Avenue banners. Eddie Warner and Mary Ann Berta added input. She showed draft artwork for the first series of banners that could debut July 1 if approved by Council.
5. **Consider and Possibly Approve Sponsorship of Polo Match.** Randy Russell has been organizing polo events for 27 years. He said the field would be on the private beach at the Hotel del Coronado and would measure 200' x 50'. The event would support Rady's Children's Hospital. He said the attendees are ideal customers for local businesses because they are affluent and stay overnight for several days. The event will include a luncheon and fashion show plus there's a staging area for yachts. The event will be televised in October on ESPN II between 9am-9pm. Russell expects significant media coverage. He has already mailed 10,000 programs that include a print ad for the Hotel del Coronado. The sponsorship package the Board is considering includes a :30 TV spot, ideal for promoting future group meetings. There are also tickets, a VIP box and other materials. He hoped to make it an annual event.

Sue Gillingham asked the hoteliers whether their properties will be full on Labor Day Weekend (they are not.) She added that the event will attract the type of visitor the City covets: overnight guests, not day-visitors. She asked who would pay for the TV production (Polo America will.) Andre Zotoff felt sponsoring the event will be a chance to show Coronado as a spectacular meeting destination. He felt it was the right fit because polo telecasts attract elite brands similar to Coronado. Phil Monroe thought the sponsorship would be an excellent example to share with the meeting planners in Minneapolis. Eddie Warner wanted to confirm the event would not exceed Del property (it will not.) She said it was nice to see polo return to Coronado. She also questioned how the tickets would be used. The ED suggested dividing them between the assesses so they can host meeting planners considering Coronado as a meeting location. She asked the ED to provide a

summary of planned expenses so the Board can choose the best budget line to use. David Spatafore suggested investing the portion of the local marketing budget used for TV last year. Phil Monroe asked if the Board could decide which budget line to use in the June meeting. *Motion to approve sponsorship, budget line to be determined in June: Spatafore. Second: Berta. Approved 6-0.*

6. **Adjournment.** The meeting was adjourned at 2:53pm



Andre Zotoff, Vice-Chair, Date

 6/2/2016

Todd Little, Executive Director, Date