

Coronado Tourism Improvement Districts (CTID)



**Minutes from CTID Advisory Board & Board of Directors
August 6, 2015, Council Chambers, Coronado, California.**

1. Call to Order. The meeting of the CTID I & II was called to order at 2:03 p.m. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Nusrat Mirza, Sean Clancy, Mary Ann Berta, Eddie Warner, Phil Monroe, David Spatafore, Cindy Anderson. Andre Zotoff was absent.

Also in attendance: Executive Director (ED) Todd Little, Tom Ritter of the City of Coronado, Carrie Fischer-Fernan from the Brian Bent Memorial Aquatics Center (BBMAC,) Kelsey Roberts from Glorietta Bay Inn (GBI,) Doug St. Denis from Coronado Island Film Festival (CIFF,) Malia LaFluer from Blue Bridge Hospitality and Sue Gillingham from Hotel Marisol.

2. Approval of Minutes, July 2, 2015. Eddie Warner asked for clarification on the Item 6, whether it was the SDTA budget or the CTID budget being approved. She also asked whether another Board Member recalled approving the ED's salary increase in Item 7. Nusrat Mirza recalled that. *Motion for approval, adding SDTA to the Item 6 header and the new salary of \$73,500 to Item 7: Spatafore, Second: Berta. Approved 8-0.*
3. Staff Discussion. The ED said the Board packet included a copy of the assessment report for FY15. In June, \$61,708 was collected bringing the year-end total for FY15 to \$635,464. That total is 5% over internal projections and up 10% year-over-year.

The packet also included a chart that outlined the assessment totals over the last 5 years. It showed a significant difference between July totals in 2010 and today, as well as consistent spikes during March and a downward trend during May. December continues to be the

softest month for the assessment. The ED felt this was an opportunity for the Community Events Program, something the Board will discuss in October.

A few days after the July 2 meeting, the first benefit of the second CTID district was realized. In September of 2016 Coronado will host the Board of Directors for the Professional Convention Management Association (PCMA.) All four hotels collaborated on the pitch. The PCMA had never considered Coronado as a meeting destination.

Cheryl Ferguson of the Hotel del Coronado will represent Coronado in Toronto at the largest incentive group convention in Canada. Each of the hotels has provided key sales data so she can speak on their behalf.

The Free Coronado Shuttle continues through September 13th. Loews Coronado Bay Resort continues to provide free passes for the 901 bus...this initiative makes it easy for guests to get downtown without driving their rental car.

The packet included a letter from Liza Butler from the Silver Strand Beautification Committee who would like the CTID to consider funding a marketing research study to best promote the attributes of the Silver Strand.

4. Oral Communications. Claudia Ludlow reminded the hoteliers the assessment for CTID II should not use the word tax on any documents.

5. Review and Approve Funding Trolley for Coronado Film Festival The groundwork for Coronado's inaugural Film Festival began several years ago. Many on the Board have attended discovery meetings during that time. As the Festival nears, organizers are preparing their transportation plan. The ED asked if the CTID could extend the Free Summer Shuttle for the festival. It cannot be extended, so he began looking for alternatives.

Such a shuttle would provide several benefits:

- Practical car-free option for ticketed guests.
- Loop between exhibits, seminars, premieres, parties & hotels.
- Deliver VIPs and movie stars to red carpet/press event.
- Distinctive look, touch of class.

The ED recommended renting the all white trolley named Felicity from Old Town Trolley. It could run 10 hours a day during the 3-day festival for less than \$5,000.

Mary Ann Berta felt the Trolley was a great idea, a nice way to get people around the island. Cindy Anderson agreed and asked whether the CTID could be a part of the exterior branding. The ED didn't know but offered to report back. Cindy asked if residents without passes could ride the trolley to a venue. She was told that the seating plan has not been discussed. Eddie Warner asked if it would have a 20-minute route similar to the Free Coronado Shuttle. The ED felt it would be different, but the routing and timing had not been finalized. Sean Clancy asked Doug St. Denis if she had an estimated attendance for the Festival, she suggested between 2,000 and 5,000. Phil Monroe asked how many venues were participating in the Festival. He was told nine. *Motion to approve \$5,000 funding of trolley service for Film Festival with CTID branding included: Anderson. Second: Berta. Approved 8-0.*

6. Review and Approve Group Strategy for BBMAC/Glorietta Bay Inn. The three largest CTID hotels can accommodate groups of any size. The Glorietta Bay Inn (GBI) does not have meeting rooms per se and misses out on executive events, corporate conventions and group meetings. For several weeks Carrie Fischer-Fernan from BBMAC and the ED have been working closely with Kelsey Roberts at the Glorietta Bay Inn to find a way for them to host groups who don't actually need meeting rooms.

Kelsey and Carrie outlined a strategy that targeted very elite swim teams preparing for qualifying matches and the 2016 Olympics. These teams have a greater lodging budget, similar to GBI rates. When they visit they boost the local economy. By adjusting the room rates further as well as the cost of swim lane rentals, both GBI and BBMAC can fill in the month of February, which can be a difficult sell. GBI would promote their free continental breakfasts, a key decision factor for teams hoping to control meal costs. Raindrop Marketing would create an email campaign and send it to a carefully prepared list of team coaches. Raindrop would monitor the campaign success via analytics and booking data from GBI. In 2014, similar campaigns secured an additional 15 swim team bookings in Coronado.

Nusrat Mirza suggested contacting the other CTID hotels in the future to share the lodging load as needed. He felt some hotels may be able to match the rate GBI is offering. Mary Ann Berta wanted to confirm the targeted teams were not youth teams (who have little or no spending capability.) Carrie confirmed her wish to attract world-class swim teams training for national competitions. Cindy Anderson asked whether the CTID could be included in the promotion of this package. Carrie said the CTID would be included in press announcements. Phil Monroe reminded the Board that several athletes in the most recent Summer Olympics Games trained at BBMAC. Eddie Warner asked if BBMAC can estimate the revenue this campaign may generate. She was told that a fair average would be \$100

per athlete per day. David Spatafore liked the idea because February was a difficult month for hotels. He asked if the offer can be extended into January as needed. Both GBI and BBMAC thought it was possible but February was the ideal month. Sue Gillingham felt the concept was new and unique. She asked whether there is a process for approaching the CTID with group programs. She was told that the ED is receptive to ideas but the Chairperson decides whether they are agendaized. *Motion to approve group strategy for BBMAC/GBI: Anderson. Second: Clancy. Approved 8-0*

7. Review FY15 Local Marketing and Approve FY16 Strategy. The ED recapped the FY15 plan that included an \$80,000 budget that was divided evenly between KFMB-TV, Total Traffic Radio, Sunset.com and San Diego Magazine. The theme "Discover Things You Never Knew You Could Do in Coronado" was delivered in a variety of media including banners, TV, video pre-roll, email, radio, print, mobile ads and social media. The campaign generated 11.2 million impressions and 16,492 clicks to VisitCoronado.com. The lion's share of clicks came from KFMB-TV. In preparing for FY16 the ED strived for a balance of qualitative audience, reach and frequency. He targeted Oct-Nov, then Jan-Feb, thinking the holiday campaign budget of \$25,000 would cover the month of December. The Local Marketing Subcommittee reviewed this recommendation and suggested only one change...using KNSD-TV instead of Sunset.com. With that change, over 19 million impressions could be expected.

Eddie Warner wanted to confirm that the holiday strategy had not been finalized. The ED confirmed this and said it would be an agenda item for October. *Motion to approve FY16 Local Marketing Strategy: Spatafore. Second: Berta. Approved 8-0*

8. Adjournment. The meeting was adjourned at 2:53 pm

Claudia Ludlow, Chair, Date

Todd Little, Executive Director, Date