



Coronado Tourism Improvement Districts (CTID)
Minutes from CTID Advisory Board & Board of Directors
February 4, 2016, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting of the CTID I & II was called to order at 2:00pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Andre Zotoff, Sean Clancy, Mary Ann Berta, Phil Monroe, Eddie Warner, David Spatafore and Nusrat Mirza. Cindy Anderson was absent. Also in attendance: Executive Director (ED) Todd Little, Tom Ritter of the City of Coronado, Jarryd Davis from Uber, Sue Gillingham from Coronado Chamber of Commerce, Michael Donovan, Nick Arthur of Coronado Cays HOA, Janet Francis from Coronado Visitor Center and Kelsey Roberts from Glorietta Bay Inn.
2. **Approval of Minutes, January 7, 2016.** *Motion for approval: Spatafore, Second: Berta. Approved 7-0 (Clancy had not arrived.)*
3. **Staff Discussion.** Last week Bruce Linder, the Executive Director of the Coronado Historical Association and Visitor Center, suffered a stroke. The ED asked CHA representative Phil Monroe to update the Board on Bruce's recovery. Janet Francis said Bruce is doing as well as can be expected.

The CTID assessment totaled \$33,871 for December, about 6% less than projected. The grand total is \$330,464, which is only \$7,365 off last year's pace or a difference of -2%.

Last week, the Destination Sales Team met to discuss existing business and new opportunities. Coronado has seven high-profile meetings that are either confirmed or in the process of being confirmed. (IMN, PCMA, Conference Direct, Int'l Food, Site SoCal and Committee of 100.)

The Board packet includes draft copies of the CTID's Q2 Report that is due to the City on February 15th.

4. Oral Communications. None.

5. Authorize the Chair to Staff Admin Position. The ED has completed the first rounds of interviews and is ready hand the process over to the Chair so she can identify the best-qualified candidate. She would instruct the ED to complete the process such as payroll paperwork and worker's comp coverage. *Motion to approve campaign: Monroe, Second: Mirza. Approved 7-0 (Clancy not present.)*

6. Review and Approve Programs for FY17. The ED will begin composing the Annual Report. Those reports profile the CTID's work to attract group meetings and to be good community partners. The ED asked which CTID community programs should be in the draft Annual Report.

Doug St. Denis of the Coronado Island Film Festival asked the Board to continue funding the trolley the CTID provided. Andre Zotoff thought the Festival was a great success and should be considered for additional funding. He suggested meeting with the Board of the Festival to ascertain needs. Claudia Ludlow thought the Festival had a wonderful community feel.

Kelsey Roberts of the Glorietta Bay Inn said the BBMAC program was a success and has delivered room inquiries well after the campaign ended. The program lead to 66 room nights and \$11,000 in revenue from the visiting swim team.

David Spatafore said the Community Improvement (trashcan) project did not come to fruition despite everyone agreeing the current cans do not fit the persona of Coronado. He felt the City could afford the beta test of different cans, but having the CTID fund the test would get the process started. Andre Zotoff felt the funds were better spent on something other than trashcans that would benefit small businesses.

Andre Zotoff felt the Free Summer Shuttle should include plans for connecting guests of Loews to the downtown district. Tom Ritter of the City said the cost could exceed \$100,000 for service along the Strand. Sean Clancy felt the service was important for his guests because of convenience. As a resident of the Cays, he felt his neighbors would value the service as well. Nick Arthur of the Coronado Cays said his HOA ran out of free passes for the 901 bus on July 4th. He asked the CTID for additional passes. The ED reminded the Board that the City funded that residential program, not the CTID.

Eddie Warner felt the Future Strategy campaign that was used for an Uber service during restaurant week was an appropriate use of that budget line. She hoped it would remain focused on the dining category of Coronado.

Eddie also felt the radio campaign used to promote holiday visits to shops and restaurants shops should be redirected to promoting events throughout the year. David Spatafore said the first two weeks of December are difficult for businesses. Andre suggested a strategic campaign to strengthen the number of consumers during the soft weeks. Mary Ann Berta felt the Open House and Holiday Parade were promotional opportunities. Nusrat Mirza thought the funds should be spent on something other than a one-day event.


Janet Francis of the Visitor Center asked to submit a request for promotional funding for an upcoming exhibit featuring the architecture of Irving Gill. Coronado's exhibit between September and March is a part of a regional event.

The ED confirmed that each program was to be included in the initial draft of the Annual Report: BBMAC Marketing, Community Improvements, Free Summer Shuttle, Future Strategy, Film Festival Trolley, Holiday Marketing, Free Summer Shuttle, July 4th Parachute Demonstration, Future Strategy and Film Festival Trolley. *Motion for approval: Clancy. Second: Warner. Approved 8-0.*


6. **Review and Approve Group Sales Outreach.** Margie Sitton showed an example of the shipping box and incentive sales marketing piece to the Board. It included "A World Away" branding and custom materials. She showed the four montages that will be seen on the video player within the marketing piece. Andre felt the piece was lovely, but didn't profile the group meeting initiative. He was told the booklet and thumb drive inside the box would contain meeting space data. Margie agreed the video leaned towards the incentive group category but worked well enough for traditional group meeting planners evaluating Coronado as a destination. Phil Monroe questioned why tennis and four-wheel surreys were not included. He was told shots of surreys did appear in the footage. Margie thanked the Board for providing ample funding to produce such an elegant project. *Motion for approval: Mirza. Second: Berta. Approved 8-0.*
7. **Hear Update on Uber campaign, Provide Direction.** The ED summarized the campaign to provide up to \$25 off Uber rides to and from Coronado establishments participating in Restaurant Week. Although the program failed to match the anticipated demand, 95% of inbound codes were claimed, but only 43% were used. The CTID funded 546 Uber rides, thus reducing the number of parked cars during the week. The campaign was heavily promoted but protecting against potential fraud may have discouraged

was heavily promoted but protecting against potential fraud may have discouraged participation. The ED said \$48,500 of the \$60,000 fund could go towards another restaurant-centric campaign, another Uber strategy or something else. Sean Clancy suggested using the funds for the cost of the proposed shuttle service between the Silver Strand and downtown shops, services and restaurants. Andre felt guests of Loews do not benefit from the Free Summer Shuttle and they deserve a real beta-test. Eddie Warner felt the fund were best used as intended, to benefit the dining category. She questioned if there was enough funding and if it would be used for operations or the wrapping of the vehicle. Sean felt the program would directly benefit restaurants. Mary Ann hoped the funds could remain for another Uber project. She felt it brought new customers to Coronado. David agreed saying Uber brings a younger demographic to restaurants compared to the age group typically found in the Cays. *Motion to apply balance of FY16 Future Strategy Budget for Silver Strand Shuttle: Spatafore. Second: Berta. Approved 8-0.*

8. Adjournment at 3:50pm.


3/3/16

Claudia Ludlow, Chair, Date


3/3/16

Todd Little, Executive Director, Date