

# Coronado Tourism Improvement Districts dba *Discover Coronado*

Minutes from CTID Advisory Board & Board of Directors  
Special Meeting March 2, 2017, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting was called to order at 2:17pm. The following CTID Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Eddie Warner, Janet Francis, Bobby Kennedy, Nusrat Mirza, Sue Godwin and Sue Gillingham. Andre Zotoff was absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen and Barbara Trenchi.
2. **Approval of February 2, 2017 Minutes.** *Motion for approval: Mirza, Second: Gillingham. Approved 8-0*
3. **Staff Discussion.** The January assessment totaled \$41,755 for each district, about 9% over last year's total for the month. For the year, the grand total is \$396,379.

The 5% commission program was launched on Monday. Since the last meeting, Staff produced a digital brochure for the program and a landing page so meeting planners can see the meeting capabilities of each hotel, watch custom videos and submit RFPs. This has been promoted via an email blast to meeting clientele and it was shared on websites of several third-party meeting planners. So far, the hotels have secured two pieces of business from this campaign.

In March, the Destination Sales Team will attend client tradeshows in San Francisco, and Denver. On March 20<sup>th</sup>, the Marriott Coronado Island Resort will host a dinner and reception for 25 event planners that are attending the Meetings Today tradeshow being held in San Diego. Representatives from Loews and the Del will be attending the actual tradeshow in San Diego and we're excited for the results.

Next Thursday evening is the Commissioners Dinner. All Board members are invited and should RSVP through Staff or via the City Manager's office.

Last week the Planning Subcommittee held a kick-off meeting with the firm who will be developing the identity for Discover Coronado. Committee members shared

their thoughts about our core mission, Coronado as a whole, as well as do's and don'ts. Around March 17<sup>th</sup> the Committee will see some preliminary sketches and rendering.

The Annual Report is still in development. Staff is finalizing the layout and will provide a copy to the Board once it's finished. It goes to the City almost immediately in anticipation of the CTID's public hearings April 18 and May 16<sup>th</sup>.

The Board was reminded that they must provide a Form 700 disclosure form to the City Clerk and there are only a few days left to comply with this policy.

Prior to the Board meeting, four Advisory Board Members participated in Career Day at Coronado High School. Claudia, Sean, Nusrat and Sue Gillingham each spoke about their career paths, their industry and job openings the students could consider.

4. **Oral Communications.** Clancy wanted to thank Staff for getting the commission program up and running. He underscored how valuable the program is and mentioned that it is well received by meeting planners. He emphasized that we should continue to explore sales initiatives like the commission program going forward.
  
5. **Discuss and Finalize FY18 Budget:** The Board was presented with an updated FY18 budget sheet that reflected the changes voted on during the February Board meeting. In order to accommodate the motion to bring the Future Business Development line to a total of \$135,000, the ED rearranged \$75,000 across both districts. The ED clarified that \$15,000 needed to be moved out of group sales initiatives in order to reach the requested amount. Clancy expressed that although community projects are still important to the Board, \$135,000 is an irresponsible number to have as a placeholder on the budget sheet. Clancy asked if there were any ideas or proposals at this time for what the money would go towards. Warner stated there were presently no ideas and that the subcommittee will work on it. Gillingham stated that the budget line that accounts for the community improvements/banners could possibly be reduced since that development project/commitment is complete. The ED said he would look into that. Gillingham emphasized how bad things are for the local businesses right now and mentioned

that although they need help, \$135,000 might be too high for the Future Business Development budget. Warner stated that if the subcommittee does not come up with an approved idea within the given timeframe, the money will be reallocated to other projects. Ludlow asked that a potential compensation increase for Staff is being accounted for on the revised budget sheet. *Motion to account for possible 10% staff salary/wage increase in the budget sheet: Clancy. Second: Mirza. Approved 8-0.*

Clancy also motioned to reduce the Future Business Development by \$75,000, bringing it back to the original amount of \$60,000. Francis mentioned that keeping \$75,000 in the budget line looks cleaner because that was the previous number. Ludlow stated that if the subcommittee came back with a plan that needed more funding then the discussion could be reopened.

*Motion to remove \$60,000 from Future Business Development and redistribute those funds to the staff salary/wage lines and then evenly across sales initiatives (tradeshow, service credits, and the like): Francis. Second: Clancy. Approved 7-1.*

6. **Discuss and Possibly Approve Business Development Subcommittee:** The ED recommended that the subcommittee include a hotelier, the Chamber of Commerce, Coronado Historical Association, and Coronado Main Street. Clancy volunteered to be the hotelier on the subcommittee. Warner emphasized the importance of having a hotelier on the committee. The ED said Brown Act would prevent the subcommittee from being able to discuss their proposed ideas with the hoteliers. Ludlow felt strongly that the Chamber of Commerce needed to be on the subcommittee. Kennedy expressed his wish to be on the subcommittee. CHA withdrew from the subcommittee to accommodate Kennedy. *Motion to have Warner, Kennedy, Gillingham, and Clancy on the subcommittee: Ludlow. Second: Warner. Approved 8-0.*


The ED reminded the Board that they also needed to create a timeframe for the subcommittee to present their idea. The ED recommended 60 days, though Kennedy felt that would not be enough time to come up with an idea and gather feedback from local businesses. Gillingham recommended 90 days, meaning the subcommittee would need to present an idea by June 1st Board meeting.

*Motion to set a 90-day timeframe for the subcommittee to present an idea for the Future Business Development budget: Ludlow. Second: Mirza. Approved 8-0.*

7. Discuss and Possibly Approve Direction for Summer Shuttle Wrap: The ED presented a new design for the free Summer Shuttle wraps, inspired by the patriotic community banners. The ED mentioned the City would have final approval on the appearance of the shuttles, but felt the shuttles could use a facelift after using the VW bus wrap for the past 2 years. Warner expressed her concern for having a stars and stripes motif on a bus, as that should be reserved for flags. She also felt that the shuttles should stay consistent in appearance so riders would not be confused. Francis felt the proposed design looked too commercial, and didn't accurately represent Coronado. Mirza recommended celebrating our Navy history and pride. Ludlow recommended keeping the VW bus, but changing it up slightly. *Motion to not approve the proposed artwork: Ludlow. Seconded: Francis. Approved 7-0. Clancy abstained.*

8. Adjournment. The meeting was adjourned at 3:55pm.

 4/6/17  
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Sue Gillingham, Secretary, Date

 4/6/17  
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Todd Little, Executive Director, Date