



**Special Meeting Minutes**  
**October 20, 2017, Council Chambers, Coronado, Ca.**

1. **Call to Order.** The meeting began at 2:03pm. The following Advisory Board/Board of Directors were present: Harold Rapoza Jr., Nusrat Mirza, Sean Clancy, Eddie Warner, Sue Gillingham, Tom Mitchell, and Sue Godwin. Claudia Ludlow was absent. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Adam Wagner of Raindrop Marketing, Deirdre and Jason Maloney of Momentum, and Dominique Albrecht and Blair King from the City of Coronado.
2. **Approval of August 3, 2017 Minutes.** *Motion for approval: Mitchell, Second: Mirza. Approved 7-0.*
3. **Staff Discussion.** At-Large Member Bobby Kennedy has stepped down from the Advisory Board. The City Clerk is now accepting applications and Coronado City Council will have final approval.

August's assessment totaled \$74,235 for each district, about \$1,000 shy of last year's total for August. To date, the assessment total is \$167,773 per district.

A copy of the final FY17 budget was provided in the Board packet, including a balance sheet and profit and loss summary. At this time, reserves sit at \$36,481. Retained earnings are now \$595,000. Two weeks ago, Discover Coronado secured the annual SiteSoCal meeting for December 2018. \$311,000 of retained earnings was applied towards the event and the balance will be paid off in FY18.

Last week the Destination Sales Team promoted Coronado resorts as premiere meeting destinations at IMEX, the largest tradeshow in America for the incentive travel category. The event has already produced several RFPs and it's likely IMEX will provide very positive revenue for the assessed resorts.

Since the last meeting, the Destination Sales Team hosted meeting planners at the Beach Polo matches Labor Day weekend, and corporate event planners based in Colorado at a

Denver Broncos game. Next week, Coronado will be among the San Diego delegation networking with meeting planners in Sacramento.

Staff has worked closely with the Coronado Island Film Festival on the trolley service provided by the Discover Coronado Board. The trolley wrap is an extension of the banner program currently on Orange Avenue. With the sponsorship came two VIP passes that Staff gifted to two high-profile meeting planners from HelmsBriscoe who live and work in Coronado.

4. **Oral Communications.** Mirza thanked Little and Jacobsen for their hard work on IMEX America.
5. **Review Draft Strategic Plan for Business Development:** The ED reminded the Board that Discover Coronado has allocated \$75,000 towards a future program that would encourage meeting attendees (and residents) to visit local shops. Momentum LLC was retained to develop a strategic plan on how to best deliver these guests to the retail stores.

Deirdre and Jason Maloney of Momentum described their research process, which included speaking with meeting attendees & planners, Destination Sales Team leaders, concierge employees, and local merchants. Deirdre said the merchants believe the hotels drive sales for them, even though they do not market to conventioners. Conventioners usually leave the hotel without researching the region, mostly in search of restaurants. Shopping is not a priority. Conventioners have little free time and most shops are closed when they leave the hotel. They are unaware of Coronado's uniqueness and retail offerings, and younger meeting attendees Uber to San Diego for entertainment. Conversely, local businesses have little information on visiting groups.

Momentum recommended branding Orange Avenue as a destination for entertainment, meals and shopping between and after sessions. Deirdre also suggested developing a communications system between hotels, merchants, concierge and the Destination Sales Team. Third, Momentum suggested developing turn-key events in the shopping districts that would be of interest to conventioners (and of value to meeting planners.)

More specifically, Momentum recommends the creation of a printed piece for meeting planners to distribute and attendees to use. It would be linked to a digital component with details, photos and walking directions. Deidre recommended hiring a part time person to share information and build trust between stakeholders. That point person would update all merchants, meeting planners and hoteliers for the betterment of the destination. This person would also oversee the development of turn-key events in the downtown district

that could be made available to meeting planners. These events would provide entertainment options to large groups (and provide foot traffic in local shops.) If these measures were applied, a likely 25% increase in foot traffic year over year could be projected.

Mirza said that meeting planners do not like being "sold to" or being bombarded with information. Clancy said some groups request privacy, and the hoteliers will protect their identities and schedules. He felt conventioners might prefer brand name retailers in addition to local shops. He felt creating local events for meeting planners was ideal, especially if the event could benefit a local cause or preferred charity. Clancy felt the Chamber could oversee the recommendations most effectively and best manage the part time person fulfilling them. Sue Gillingham said she needed time to consider the plan and to get feedback from her Board. She targeted the December 1 meeting of Discover Coronado to do so. *Motion to approve the three recommendations outlined in the strategic plan: Mirza. Second: Warner. Approved 7-0.*

6. **Adjournment.** The meeting was adjourned at 3:24pm.

  
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Sue Gillingham, Secretary, Date

  
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Todd Little, Executive Director, Date

12/7/17