



Meeting Minutes
March 1, 2018, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:00pm. The following Advisory Board/Board of Directors were present: Claudia Ludlow, Harold Rapoza Jr., Sean Clancy, Nusrat Mirza, Eddie Warner, Tom Mitchell, Jori Fentiman, and Sue Godwin. Sue Gillingham joined after oral communications. Also in attendance: Executive Director (ED) Todd Little, Melissa Jacobsen, Margie Sitton from San Diego Tourism Authority and Tom Ritter.

The Chair asked the Board to move agenda item 5a to the first topic addressed in order to accommodate the schedule of Margie Sitton. The Board agreed.

2. **Receive Report from San Diego Tourism Authority.** Margie Sitton, SVP of Sales at San Diego Tourism Authority, highlighted the accomplishments of Discover Coronado's partnership with the San Diego Tourism Authority (SDTA). So far in FY18, the SDTA sales team has provided 459 group meeting leads, resulting in 35 bookings across the four Coronado resorts. Booked room nights from these groups totaled 23,307, which is 6,384 more than FY17.
3. **Approval of February 1, 2018 Minutes.** *Motion for approval: Ludlow, Second: Clancy. Approved 8-0.*
4. **Staff Discussion.** The assessment collected for December totaled \$43,238, bringing the YTD total for each district to \$355,968. The grand total is slightly over last year's pace, a difference of only \$1,300.

In early February, a delegation of sales leaders from the assessed Coronado resorts met with meeting clients in New York City and Philadelphia. The team is optimistic that the events will yield high returns for the destination. The ED thanked Jacobsen for sharing the responsibility of the event planning.

The search for the Destination Sales Director continues. After reposting the position, staff will interview a few top candidates this month. Jacobsen will be leaving Discover Coronado around Memorial Day, so her position has also been posted.


5. **Oral Communications.** Ludlow thanked the Coronado Historical Association for their hard work on the John D. Spreckels exhibit and for getting the Spreckels family together. Ludlow also mentioned that there was a large group staying at the Hotel del Coronado recently and she noticed that Coronado shops and restaurants were busier than usual for this time of year. She felt it demonstrated how local businesses benefit from the work of Discover Coronado.

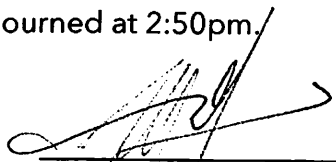
Warner updated the Board on the trashcan and rooftop lighting projects. The city is working with their vendors to fix the rusting trashcan lids. MainStreet is exploring the idea of stringing lights around trees to address the issue of gaps with the rooftop lights.

6. **Review and Approve FY19 Budget Appropriations:** The Executive Director presented the proposed budget sheet for FY19. The ED explained that the budget sheet looks different than previous years because line items have been consolidated to be more concise. He also explained that the Treasurer and the organization's bookkeeper would revisit retained earnings at a later date, and today he was looking for direction on line item appropriations. The budget consists of four main categories: San Diego Tourism Authority, Destination Sales, Community, and Operations. Little explained that the community budget line in district one increased due to mass transit initiatives, specifically the addition of the upcoming Shop Local Shuttle. Gillingham asked if the budget included the wrapping of the shuttle, to which the ED said yes. Little also clarified that operational costs in district two increased due to the addition of the Destination Sales Director position. *Motion to approve appropriations: Gillingham, Second: Mitchell. Approved 9-0.*

7. **Approve FY18 Annual Report, FY19 Management Plans:** The ED reminded the Board that each year Discover Coronado provides an annual report and management plans to Coronado City Council. There are two upcoming public hearings that will determine if Discover Coronado is approved for another year. Little highlighted some key components of the annual report, including what goals were met from the previous report, what new projects the organization took on throughout the year, and goals for the upcoming fiscal year. Mirza mentioned that the rebranding of the organization during this fiscal year was important because he receives such positive feedback from clients now. *Motion to approve draft FY18 Annual Report, FY19 Management Plans: Rapoza, Second: Mitchell. Approved 8-0 (Eddie Warner left during the presentation, prior to the vote).*

8. **Adjournment.** The meeting was adjourned at 2:50pm.

 4/6/18
Sue Gillingham, Secretary, Date

 4/6/18
Todd Little, Executive Director, Date