



Special Meeting Minutes
August 2, 2018, CHA Lecture Hall, 1100 Orange Ave.

1. **Call to Order.** The meeting began at 2:06pm. These Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Harold Rapoza Jr., Robin MacCartee, Jori Fentiman, Sue Godwin, Sue Gillingham and Eddie Warner. Also in attendance: Executive Director (ED) Todd Little, Hannah Campbell, Tom Ritter, Andrew Ruiz, Adam Wagner, Beverly Neff, and Allie Schrievener. Nusrat Mirza arrived during Topic 5A.
2. **Approval of June 7, 2018 Minutes.** *Motion for approval: Gillingham, Second: Godwin. Approved 8-0 (Mirza had not arrived.)*
3. **Staff Discussion.** Robin MacCartee was welcomed to his first Board Meeting. The meeting was held in the CHA Lecture Hall because the City was using Council Chambers.

The ED shared the May 2018 assessment information. \$57,321 was collected for each district in May. The total is up 8% year-over-year. To date each district had collected \$630,781.

4. **Oral Communications.** None.
5. **Discuss and provide direction for the "Shop Local" Holiday Shuttle.** The ED and Adam Wagner from Raindrop Marketing gave a presentation about the name options and aesthetics of the wraps for the free shuttle that is scheduled to run from November 23rd through December 31st. The Board previously approved the name Shop Local Shuttle, but Raindrop Marketing had also proposed the name Coronado Cruiser as an alternative. Adam thought it could be a more universal name if/when the City of Coronado authorized a year-round shuttle program. Options of color schemes and designs of wraps were presented by Adam. The Board reviewed all of the artwork options and identified favorite parts of design on each. Sue Godwin associated the Shop Local name with the AmEx campaign to "Shop Small Saturday" during the holiday season. Sean Clancy acknowledged the benefit of the call to action in the Shop Local name, but felt it was generic and could be used anywhere in America. He thought Coronado Cruiser is more useful beyond the holiday season and much more specific to Coronado/Southern California. As a local merchant, Jori Fentiman favored the Shop Local Shuttle name and the call to action. Eddie

Warner suggested the Shop Local name with the use of the Coronado Cruiser artwork that Adam presented. She also suggested adding, "fully funded by Discover Coronado" as to clarify with residents and groups that no City or tax dollars were used for the Shuttle program. Godwin and Gillingham acknowledged that the Shop Local name is generic, but the call to action is important. Mirza agreed that the program was a great idea and that his guests would definitely use it (as they do for the Free summer Shuttle.) Ludlow asked if the Chamber of Commerce has spread the news to residents, guests and merchants yet, Gillingham said they had not because they were unsure of the program being definite. *Motion to approve "Shop Local Shuttle" name: Ludlow. Second: Warner: 8-1, Clancy voting against.*

6. **Receive Update on the Hotel del Master Plan.** Harold Rapoza provided a schedule of new construction for the Hotel del Coronado. Construction will begin this month and ultimately conclude in September 2021. First is the renovation of the south parking lot, where The Del will add more spaces under and above ground level to accommodate closing the north parking lot in phase two. Once the first phase is complete in September 2019, the second phase will begin adding 30,000 square feet of meeting space, 144 new guestrooms, pool, roof renovation, another parking area, and a new entrance. Gillingham and Warner expressed concern about losing on property parking and street parking around The Del during construction. Harold reiterated that everything is in compliance with city code to lessen disruption with guests and residents. Robin MacCartee asked whether access to Orange Avenue would be disrupted. Harold assured him it would not. Sue Gillingham asked if any retail was being added and what the total decrease in parking spaces would be by the completion of the project. Rapoza assured her it would be minimal and that no retail was being added.
7. **Receive update on Coronado Golf Course program and provide direction.** *Motion to table this topic until the next meeting: Ludlow. Second: Rapoza: 9-0.*
8. **Discuss and Approve Sponsorship of 92118 Day.** The ED described the events of 92118 Day that it is partially funded by the City of Coronado. Each of the assessed hotels will be hosting meeting planners that day to demonstrate the types of world-class events Discover Coronado is capable of producing. Discover Coronado was asked to sponsor a 4-minute fireworks show at the end of the night on the beach. Fireworks America would handle permits and safety measures so they comply with noise ordinances. Gillingham expressed her concern for resident pushback as the event is being marketed solely for Coronado locals. She was concerned that if meeting planners are noticed local residents could have concerns. She was told that it would only be a few planners, certainly not a crowd. Fentiman reiterated that local merchants could not survive on local residents alone and that

conventions keep small businesses like hers alive. Mirza suggested that Discover Coronado present it like gift to the residents on their once in a lifetime historical day. *Motion to approve: Clancy. Second: Mirza. Approved 9-0.*

9. **Adjournment.** The meeting was adjourned at 3:10pm.

Sue Gillingham 9/6/18 Todd Little 9/6/18
Sue Gillingham, Secretary, Date Todd Little, Executive Director, Date

1/20/18

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8/1/18

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