



## Meeting Minutes

February 7, 2019, Council Chambers, Coronado City Hall

1. **Call to Order.** The meeting began at 2:02pm. These Advisory Board/Board of Directors were present: Claudia Ludlow, Sean Clancy, Harold Rapoza, Nusrat Mirza, Robin MacCartee, Jori Fentiman, and Eddie Warner. Sue Godwin's arrival was delayed. Sue Gillingham was absent. Also in attendance: Executive Director (ED) Todd Little, Siri Gawecki, Hannah Campbell, Tom Ritter, Kelly Purvis, and Angela Culbertson.
2. **Approval of January 3, 2019 Minutes.** *Motion for approval: Warner, Second: Mirza. Approved 7-0 (Godwin had not arrived.)*
3. **Staff Discussion.** The assessment totaled \$45,845 in December for each district, up 6% year-over-year. To date, \$395,858 has been collected for each district, up about 11% year-over-year.

The Board was updated on upcoming client contact in the San Francisco market. Discover Coronado will host 16 clients at the San Francisco Giants game on opening day. Siri Gawecki attended a Smart Meetings event in San Francisco in late January and will attend another client event there in late February with Meetings Professionals International.

Nusrat Mirza made the announcement that in March of 2019 he will be moving to Anaheim California to become the general manager of a new JW Marriott being built there. Claudia presented him with a gift from the organization, a desk clock that read "thanks for your time in Coronado." Other Board members echoed her sentiments for Mirza's service.

4. **Oral Communications.** None.
5. **Review and Possibly Renew Banner Art Program.** Kelly Purvis summarized the past banner programs, which Discover Coronado first funded in 2016. There are five seasonal designs, each featuring three different banners. They are changed every few months to match the season; they have displayed patriotic banners, holiday banners, a series that celebrates local artists, as well as two series that displayed local nonprofits. The banners serve many purposes 1) encourage groups to discover the destination, 2) activate Orange Avenue, 3) recognize local events and traditions as well as 4) create a sense of place and 5)

welcome to all community. Kelly requested \$40,000 from Discover Coronado to continue the banners for FY20. Sean Clancy commented on what a unique program it is and Discover Coronado is honored to support it. Nusrat questioned how many total there would be, Kelly clarified there are five design sets with three unique designs in each and they go on the thirty poles along Orange Avenue. Nusrat also recommended that maybe the summer series of banners should encourage shopping and eating on Orange Avenue, Kelly informed him that could be done however, no logos or business specific information could be put on the banners. Kelly also mentioned that if the Free Shop Local Shuttle is renewed in FY20 the Arts Commission might consider a banner series promoting local shopping. *Motion to approve funding for FY19-20 banner program. Motion: Warner, Second: Mirza. Approved 8-0*

6. **Review and Possibly Approve Draft Annual Report.** The ED presented the Board the current draft of the FY19 Annual Report featuring these highlights:

What's New?

- Director of Destination Sales
- New initiative to deliver conventioners to local businesses
- New Board Member in Robin MacCartee
- New tool to welcome groups who insist on golf

Goals

- Execute community improvements
  - John D. Spreckels exhibit, 92118 Day and Orange Ave banners
- Increase number of familiarization trips to Coronado
  - Last year it was 6, this year it will be 11
- Roll out of the Explorer campaign
  - Backed by \$60,000 marketing effort
- Identify key markets in the West and Canada
  - San Francisco, Seattle, LA and Toronto
- Increase overall business by 3%
  - Waiting for economic impact, assessment up \_\_\_\_\_
- Comprehensive Sales Strategies
  - Target is large corporate groups, Fortune 500 companies
  - Diverse portfolio of client interaction: marketing, tradeshow, fams, delegations, hosted events

SDTA

- Sales managers situated across US. Create roadshows to key marketplaces
- 10+ group bookings YOY for 26,853 room nights, that's +3,546.

Industry trends, data and findings (waiting on information)

Economic Impact Study (waiting on information)

Return on Investment (waiting on information)

Enriching the community

- Drive TOT and sales tax base for City
- Free Shop Local Shuttle, wrapping of Summer Shuttle and support of shuttle up the strand from Loews.
- Banner program
- 92118 Day fireworks

Leadership

- Background on Advisory Board and organization.

Management Plan for District One

- Refine the work of SDTA including adding more familiarization trips.
- Enriching the community by improving the desirability of the destination.
  - Update Orange Ave Specific Plan to reflect development
  - Commissioning renderings that inspire revitalization of destination.
  - Forward renderings to City to begin discussions
  - Revitalization improves desirability of destination and strengthens future for locally owned businesses.
- The security of our destination keeps the ED awake at night as well. After the incident at Mandalay Bay, the ED thinks Discover Coronado consider funding tools that keep our groups, guests, staff and City safe in the event of an emergency. An ounce of prevention is worth a pound of cure.

Management Plan for District Two


- Reallocate funds; trim down our tradeshow list and marketing plans to increase number of client visits to Coronado.
- Establish systems that improve client inspections of meeting spaces.
- Foster programs that increase optional attendance at conferences and seminars. The more attendees, the more rooms are occupied, and more food/beverage is consumed.
- Be transparent with renovations and use them as inspiration.

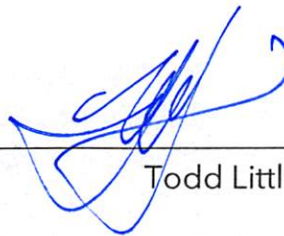
Mirza commented on his agreement for the District Two management plans. Warner commented on Coronado already being a very safe city and that even planning couldn't

prevent random tragedies. The ED and the four hoteliers said that while that is true there are always ways to improve security and that hindsight after tragic events always gives ways security could have been improved. Claudia acknowledged there are ways that work for each hotel specifically and also general safety procedures that can be implemented on the island to increase security and readiness in emergency situations. The ED clarified that this safety/security initiative is spurred by one of the first questions meeting planners ask and that is, "How is security on the island?"

*Motion to approve current draft and move forward with completion of report left to the ED and Secretary. Motion: Clancy, Second: Rapoza. Approved 8-0.*

7. **Adjournment.** The meeting was adjourned at 2:41 pm.

 3/7/19  
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Claudia Ludlow, Chair, Date

 3/7/19  
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Todd Little, Executive Director, Date