

DISCOVER Coronado

Meeting Minutes

May 2, 2019, Council Chambers, Coronado City Hall

1. **Call to Order.** The meeting began at 2:04pm. These Advisory Board/Board of Directors were present: Sean Clancy, Harold Rapoza, Claudia Ludlow, Sue Gillingham, Sue Godwin, Eddie Warner and Robin MacCartee. Jori Fentiman was absent and the seat for Coronado Island Marriott Resort is vacant. Also in attendance: Executive Director (ED) Todd Little, Siri Gawecki, Margie Sitton, and Dominique Albrecht.
2. **Approval of March 7, 2019 Minutes.** *Motion for approval: MacCartee, Second: Godwin. Approved 7-0*
3. **Staff Discussion.** The ED said Coronado Island Marriott Resort will welcome its new General Manager, Jonathon Litvack on Monday. He comes to Coronado from the Sheraton Grand in Los Angeles after stops in Tucson, Pasadena and Seattle. Jonathon has also served on the Board of Visit Los Angeles.

On April 16th Coronado City Council approved the FY19 Annual Report and Management Plans for FY20. There's one last public hearing May 21st.

The packet includes the assessment report through February. The ED said Discover Coronado is beginning to see the slow-down that was anticipated. The assessment is still up 6% year over year but will likely finish with a 3% growth.

At-large member Jori Fentiman will not seek a second term when her first term ends in late June. The City of Coronado is accepting applicants for that seat that Jori will vacate. Sue Godwin, the other at-large member will stay for another term.


Hannah Campbell was absent. She taken a short leave of absence and will return May 12th. Siri Gawecki has hip replacement surgery scheduled for May 10th but provided a summary of destination sales efforts. They include client interaction in Boston, NYC, New Jersey, Oakland, San Francisco, Dallas and Phoenix. On May 16th Discover Coronado will host a familiarization trip for ten meeting planners who'll experience each of the assessed resorts.


4. **Oral Communications.** None
5. **Approve SDTA Scope of Work for FY20** Margie Sitton of SDTA recapped FY19 activities and results. Thus far, 57 events have been booked via SDTA since July 1, +8 year over year. Definite room nights are also up +1945 for a total of 30,864. SDTA has attended 15 tradeshows to interact with clients on behalf of Discover Coronado. SDTA hosted 5 familiarization trips for clients, 3 of which were exclusive to Coronado. Margie recently returned from hosting a delegation trip where representatives from the assessed properties met with clients based in Vancouver, Canada. Throughout the evening, clients

Inn is evolving. They will need assistance soon and the available funds would be helpful. Eddie Warner asked if Coronado Police needed more tools, she was told by the ED they would like to have more tools that help to restraint suspects. *Motion to immediately approve expenses and allow properties to make requests for security expenses: Ludlow, Second: Rapoza, approved 7-0,*

7. **Receive update on Orange Avenue branding.** Sue Gillingham of the Chamber has met with 8 agencies to lead the project. She felt Raindrop was uniquely qualified for the project. On May 16th, the first of two discovery meetings are planned so Raindrop can collect data for building the brand. Sue asked the assessed resorts if they could recommend other stakeholders Raindrop meet with. One goal is to produce an end of summer guide so merchants can best attack the tourism offseason. Sue is working on refreshing the visitor center website. The content will be more compelling and will better position the destination. She felt it made sense for the Board to explore other ways to use the website beyond the 95,000 meeting attendees that visit Coronado on business. There may not be enough meeting attendees to avoid empty storefronts. Sue suggested agendizing a discussion that explores other ways to bring luxury guests to Coronado and local shops. She asked the ED to schedule a special meeting to explore options and any flexibility with the FY20 budget. Eddie Warner suggested targeting overnight guests in drive markets. Robin MacCartee wanted to proceed with caution but applauded efforts that help local merchants. Sean Clancy said everyone could benefit from strategically looking for more overnight guests. Currently, Coronado does not field digital campaigns in markets outside of San Diego and it is a competitive disadvantage. He feels there is a need for experiential tools including a website, digital outreach and social media. He made it clear that outreach in San Diego for day-visitors is not the plan. He felt efforts were needed to engage millennials. He asked the ED to schedule a special meeting as soon as possible. Sean offered to host the discussion, as needed, at Loews Coronado Bay Resort.

8. **Adjournment.** The meeting was adjourned at 3:15 pm.

 5/13/19
Sue Gillingham, Secretary, Date

 5/13/19
Todd Little, Executive Director, Date