



Meeting Minutes

August 1, 2019, Council Chambers, Coronado, Ca.

1. **Call to Order.** The meeting began at 2:02pm. These Advisory Board/Board of Directors were present: Sean Clancy, Harold Rapoza, Claudia Ludlow, Sue Gillingham, Sue Godwin, Eddie Warner, David Spatafore and Dave Landon. Jonathan Litvack was absent. Also in attendance: Executive Director (ED) Todd Little, Courtney Garvey and Dominique Albrecht from the City of Coronado.

2. **Approval of May 13, 2019 Minutes.** *Motion for approval: Gillingham, second: Ludlow*
Approved 8-0

3) **Staff Discussion.** The ED introduced three new Board Members: Litvack, Landon and Spatafore as well as Courtney Garvey, Assistant at Discover Coronado. He also mentioned:

Coronado City Council held a second hearing for the renewal of Discover Coronado. There were no protests over the assessment from the owners of our resorts. Therefore, Discover Coronado was approved for FY 19/20

Two community projects (sponsored by Discover Coronado) recently launched: Free Summer Shuttles and Orange Avenue artistic banners. Discover Coronado will sponsor the 50th Anniversary celebration of the Coronado Bridge by providing a vintage VW Photo Bus and commemorative photos.

Coronado was voted one of the Top 50 Meeting Destinations in America by Cvent, the leading software for meeting RFPs.

The ED assisted the City's search for a Fire Battalion Chief, representing the resorts and local businesses.

3. **Oral Communications.** None

4. **Group Sales Strategic Summary.** The ED shared a summary of hotel occupancy and average daily rate to quantify the conditions that are challenging the destination. Occupancy was down 5% year-over-year whereas San Diego was down 8%. These conditions are caused by a recession in the travel industry and the renovation of the Hotel

del Coronado. He wanted the Board to know what measures have been taken to respond to and mitigate declining occupancy, groups and average daily rate:

The ED summarized the scope of work San Diego Tourism Authority provides to Discover Coronado. The number of confirmed groups was up as was the resulting room nights. The ED outlined upcoming tradeshows where clients will be engaged. The largest tradeshow, IMEX is scheduled for September. Dallas-based meeting planners will be engaged at a future Cowboys game. To keep Coronado top of mind with planners, a small marketing campaign has been activated on industry websites as well as media properties such as YouTube and Google.

An annual campaign to attract swims teams to the Glorietta Bay Inn has been renewed and FY20 totals are ahead of FY19. The ED continues to work on a partnership that will attract more groups to Coronado by including the Golf Course in the promotional effort.

Service credits continue to be powerful closing tool for groups sales teams at the resorts. This discretionary fund allows the resorts to offset pushback from clients to obtain contract approval.

Discover Coronado is replacing the Explorer marketing campaign that debuted in 2015. The new campaign will be launched in late September at IMEX and will include a website and digital ads.

5. **Review and Possibly Modify Mission Statement.** The ED summarized why this topic was tabled in May and offered seven additional options. The additional versions followed a request to make the statement more specific and local. The Board weighed the options and chose: *“As the City of Coronado’s official destination marketing organization, Discover Coronado’s mission is to partner with the tourism and hospitality industry by protecting and nurturing the destination brand and to deliver additional spending by leisure and conference guests, leading to enhanced community economics vitality and quality of life.”* Motion to approve: Rapoza, second: Warner Approved 8-0.
6. **Adjournment.** The meeting was adjourned at 2:42pm

Sue Gillingham, Secretary, Date

Todd Little, Executive Director, Date