



Meeting Minutes
December 5, 2019, Hotel del Coronado

1. **Call to Order.** The meeting began at 2pm. Six Advisory Board/Board of Directors were present: Harold Rapoza, Jonathan Litvack, Sue Gillingham, Eddie Warner, Sue Godwin and David Spatafore. Landon and Ludlow were absent. The seat for Loews Coronado Bay Resort was vacant. Also in attendance: Executive Director (ED) Todd Little and Geraldine Grajeda.
2. **Approval of November 9, 2019 Meeting Minutes.** *Motion for approval: Litvack second: Spatafore. Approved 6-0*
3. **Staff Discussion.** The ED introduced and welcomed Geraldine Grajeda to the staff of Discover Coronado. He then, introduced a new logo that will be used on internal documents that commemorates the 10th anniversary of the organization.
3. **Oral Communications.** None
4. **Discuss and Approve Officers.** With the departure of Chair Sean Clancy, the Board approved Harold Rapoza as Chair: *Motion to approve Warner, Second: Gillingham. Approved 6-0.* To fill the vacancy at Vice-Chair, the Board approved Jonathan Litvack as Vice-Chair. *Motion to approve: Rapoza, Second: Gillingham. Approved 6-0*
5. **Discuss and Approved Reallocation of Funds.** With the completion of the BBMAC swim team campaign, the Board was asked to redirect a \$10,000 surplus. The ED recommended allowing Glorietta Bay Inn (GBI) invest the funds because the original intent of the campaign was to improve occupancy at GBI. Warner asked that the investment be tracked for ROI. Spatafore suggested using the funds generally to attract guests to local businesses during winter. Gillingham asked if the funds could be applied to an operational need of Discover Coronado. Rapoza felt the idea was fair because GBI does not directly impact

from the group meeting marketing of Discover Coronado. Motion to approve: Rapoza, Second: Warner. Approved 5-0, Litvack abstained.

- 6. **Receive Report from San Diego Tourism Authority.** SVP Margie Sitton recapped the group sales efforts of her national sales managers. Leads for conventions were up by 359, convention bookings were down by 6 and room night leads were up by 246,854. Margie summarized recent interaction with meeting planners in Charlotte, NC and plans for the next meeting in Houston. She outlined recent tradeshow covered by her team and familiarization trips during FY20.

- 7. **Receive Report from Chamber of Commerce.** Executive Director Sue Gillingham discussed campaign efforts to brand Orange Avenue, so guests understand what is available to them during their visit. The program is funded by Discover Coronado and would be linked to from DiscoverCoronado.com. This campaign targets a different type of guest (leisure visitors) than what Discover Coronado is targeting (groups.) The Board reviewed printed collateral that categorized merchants by their business type. The goal is for shoppers to shop in all of Coronado’s business districts, not just the Village. A mock-up of their website was shown. It was suggested that the logo for the website could be refined in the future. Gillingham will be looking for modifications that both include and exclude elements of Discover Coronado branding.

- 8. **Adjournment.** The meeting ended at 2:55 pm.

Sue Gillingham, Secretary, Date

Todd Little, Executive Director, Date