



**Special Meeting Minutes
November 7, 2019, Hotel del Coronado**

1. **Call to Order.** The meeting began at 11am. These Advisory Board/Board of Directors were present: Harold Rapoza, Claudia Ludlow, Eddie Warner, David Spatafore and Dave Landon. Clancy, Litvack, Gillingham and Godwin were absent. Also in attendance: Executive Director (ED) Todd Little and Kelly Purvis from the City of Coronado.
2. **Approval of September 7, 2019 Special Meeting Minutes.** *Motion for approval: Ludlow second: Warner. Approved 5-0*
3. **Staff Discussion.** The packet included the assessment report for September and Q1 of FY20. September was down 3% year over year, totaling \$55,302 for each district. For the quarter, \$229,847 was collected in each district, that total is down 5.25% year over year. The packet also included a spreadsheet that tracks both occupancy and average room rate since January when renovations at the Hotel del Coronado began. Overall, occupancy is down 4% but each of the resorts are enforcing room rates, which are down just 2%. A forecast was included in the packet that suggests the decline to continue through 2019, but level off starting in January 2020.

The ED said Jonathan Litvack and Destination Sales Team members are in Charlotte, North Carolina for presentations to meeting planners. The top industries in Charlotte are financial services and insurance, health care, manufacturing, transportation and logistics and retail.

On October 6th a delegation of Coronado group sales leaders met with meeting planners from the Dallas-region. Discover Coronado hosted them at a Dallas Cowboys game and the event helped put Coronado on the map for them.

The Destination Safety Team met with Homeland Security to review new programs that will keep groups and guests safe. These meetings include the Chiefs of Coronado Police and Fire Departments as well as Lifeguard Services.

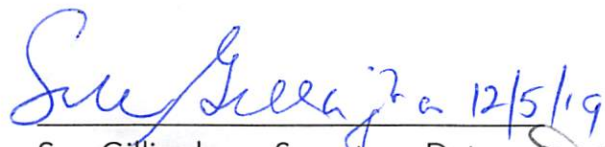
The packet includes a copy of the Q1 quarterly report that goes to the City of Coronado.


3. **Oral Communications.** None

4. **Discuss and Approve Banner Sponsorship.** Kelly Purvis provided a background of the banner program that launched in 2017 with funding from Discover Coronado. Each calendar year there are five series of banners. The artwork is vetted with members of the Discover Coronado Board. The proposed funding would cover design, production, installation and hardware costs through June 2022. *Motion to approve \$40,000 for FY21 and FY22 banner program: Warner, Second: Rapoza. Approved 5-0.*

5. **Receive Report on Group Sales Campaign.** The ED reminded the Board of the campaign name "Un-Land Yourself." He showed updated artwork and photography. The campaign encourages meeting industry and leisure guests to untether themselves from the mainland. The campaign appears on websites that target meeting planners as well as media used by non-business travelers. The working budget is \$100,000. Texas is providing the greatest number of responses and clicks, with Houston outpacing the Dallas region. The ED played a promotional video for the campaign as well as videos that attract swim teams to Coronado and promote the Coronado Golf Course to meeting planners.

6. **Adjournment.** The meeting was adjourned at 12:15pm

 12/5/19
Sue Gillingham, Secretary, Date

 12/5/19
Todd Little, Executive Director, Date