



**Advisory Board Meeting Minutes
February 6, 2020, Council Chambers, Coronado, Ca.**

1. **Call to Order.** The meeting began at 2:01pm. Six Advisory Board/Board of Directors were present: Harold Rapoza, Jonathan Litvack, Sue Gillingham, Eddie Warner, Sue Godwin and Dave Landon. Spatafore and Ludlow were absent. The seat for Loews Coronado Bay Resort was vacant. Also in attendance: Executive Director (ED) Todd Little, Geraldine Grajeda, Christine Stokes from Coronado Historical Assoc. and Dominique Albrecht from the City of Coronado.
2. **Staff Discussion.** The ED briefed the Board on the organization of its new website and the forthcoming economic impact study. He mentioned a recent client event held for meeting planners based in Houston, TX.
3. **Oral Communications.** Christine Stokes said Architecture San Diego will be hosting open house architecture and landscape tours of Coronado landmarks this March.
4. **Discuss and Approve Draft FY21 Budget.** The ED anticipated further decline in the assessment revenue in FY20 and projected revenue of \$1.2M in FY21. With \$200,000 less revenue, it is fiscally responsible decision to prioritize group sales in the forthcoming budget. The plans including additional trips for clients to familiarize themselves with Coronado meeting spaces. Additional marketing to meeting planners was also included in the projected budget. The budget included other effective sales tools that attract groups: service credits, tradeshow attendance and partnership with San Diego Tourism Authority. The ED recommended \$100,000 be earmarked for community projects (8% of budget) that build business for local merchants. He discussed an initiative to promote local shopping during the holidays. The ED was asked to meet with Council Members about holiday shuttles and other business development for local shops and restaurants. The operations of the organization would remain flat at 19% of the FY21 budget. Instead of withholding \$50,000 for reserves, the ED recommended using those funds for a campaign that would target potential guests from AZ, TX and Northern California. That effort would deliver more occupancy to the assessed resorts and customers to the doors of local businesses. With the decline in planned revenue, Eddie Warner felt the total recommended amount for community projects was anemic and disappointing. Sue Gillingham reminded the Board

that these changes are unfortunate, but only temporary until revenues rebound. Jonathan Litvack felt the Board should focus on projects that attract guests in lieu of community programs that do not generate occupancy. *Motion to approve allocation amounts with these exceptions: eliminate an allocation to reserves and apply funds to leisure marketing outside of San Diego County, combine reserves and retained earnings and make small clerical edits to the industry marketing and community enrichment totals in the FY21 budget: Rapoza, Second: Landon. Approved 4-2*

- 5. **Adjournment.** The meeting ended at 3:12 pm.

Sue Gillingham, Secretary, Date

Todd Little, Executive Director, Date