

City of Coronado



Coronado Tourism Improvement District
Interim Advisory Board Meeting
Minutes from Meeting of June 10, 2010

1. Call to Order. Meeting was called to order at approximately 9:10 a.m. Present at the meeting were the following CTID Advisory Board Members: Todd Shallen, Kathleen Cochran, Tim Herrmann, Holly Ansley, Courtenay McGowan, Eddie Warner, David Spatafore, and Mary Ann Berta. Absent was Board Member Dave Landon. Denise Schwab served as the alternate for the Chamber of Commerce.

City staff present included Jerome Torres, Senior Management Analyst. Tom Ritter, Assistant City Manager, and Leslie Suelter, Director of Administrative Services joined the meeting later on.

Also in attendance were:

- Kerri Kapich, Sr. VP of Marketing & Strategic Partnerships, CONVIS
- Paul Whitbeck, MeringCarson
- Rita Sarich, Executive Director of Coronado Mainstreet
- Karen Finch, Executive Director of Coronado Chamber of Commerce
- Susan Enowitz, Executive Director of CHA/Visitor's Center.

2. Advertising Campaign Component of City-CONVIS Contract. A general discussion was held by the Board as to which of the three options should be pursued. CONVIS staff answered questions of Board Members and City staff. It was the general opinion of the Board that this matter could not be resolved until CONVIS first conducted the market intelligence and communications platform development (as part of the CONVIS Scope of Services).

A general discussion was held by the Board about an "add-on" to CONVIS contract or separate contract with American Express to conduct research on point-of-sale data from 5-10 retailers in Coronado. The Coronado Chamber of Commerce would assist on this project.

Motion MSP to establish Committee (comprised of the four hotels) to meet with CONVIS to finalize which option(s) will be pursued. The Committee will return to the full Board for its review and approval of the agreed-upon option(s).

3. Allocation of \$250,000 Line of Credit. Jerome provided a handout reflecting the FY 2010/11 Annual Service Plan & Budget and Allocation for the \$250,000 LOC (which was included as part of the Initial Study approved by the City Council). Jerome stated that, based on TOT activity for the prior 12-month period, the projected CTID revenues

for FY 2010/11 would be approximately \$413,000. Therefore, the CTID Advisory Board should only budget for three items: \$250,000 for City-CONVIS Contract, \$75,000 for CTID Administrator and \$87,500 for Marketing and Promotions. The LOC would be allocated to pay for the first six months of the CONVIS contract and CTID Administrator, with the balance used for Marketing & Promotions. Jerome suggested that if: 1) expenditures for CTID Administrator do not equal \$75,000 and/or 2) revenues exceed the \$413,000 projection, those funds should be set aside as needed cash flow to pay for other CTID expenses.

A general discussion was held by the Board on prioritizing the balance available for marketing and promotion. Several ideas were discussed about advertising.

A general discussion was held with MeringCarson about its projected scope of services and budget for a branding contract. MeringCarson stated he could not respond until the market intelligence and communications platform development was completed.

Motion MSP to set aside \$20,000 for branding contract with \$65,000 set aside for Advertising & Grants. The Board will decide at future meeting(s) the actual disbursement of monies for advertising and grants.

Motion MSP recommending City enter into a sole source contract with MeringCarson in an amount not to exceed \$20,000.

4. Grant Application Materials. This matter was tabled. Board Member Warner provided feedback which was forwarded to Jerome. Jerome will provide Board updated materials at next meeting.
5. Update on CTID Administrator Job Posting. Jerome provided updated report on number of resumes submitted to City along with one additional resume for consideration by the Board. A general discussion was held about a request by Board Member Warner to review all resumes received by the City. The Board agreed that City staff provide these resumes to Board Member Warner with the understanding this is a confidential personnel matter.
6. June 15 City Council Meeting. Brief discussion was held on the CTID-related agenda items which include: Adoption of Enabling Ordinance; Approval of Resolution Establishing CTID Advisory Board; Approval of Resolution for \$250,000 Line of Credit; and Approval of City-CONVIS Contract. Jerome stated that Board Members are not required to be present at meeting as they will not be sworn in at that time. Rather, they will be sworn in by City Clerk at inaugural meeting of Permanent CTID Advisory Board.
7. Scheduling of Next CTID Advisory Board Meeting(s). The Board agreed to schedule its next meeting for July 6 at 12:00 noon. Meeting will be held at Loews Coronado Bay Resort. Lunch will be provided.
8. Adjournment. The meeting adjourned at approximately 11:45 a.m.