

Coronado Tourism Improvement District (CTID)



Minutes from Advisory Board/Board of Directors Meeting of October 6, 2011

1. Call to Order. Meeting was called to order at approximately 2:00 p.m. Present at the meeting were the following CTID Board of Directors: Todd Shallan, David Spatafore, Camille Gustafson, Tim Herrmann, Courtenay McGowen, Mary Ann Berta and Denise Schwab. Eddie Warner and Kathleen Cochran were absent.

Also in attendance were Executive Director (ED) Todd Little, Assistant City Manager Tom Ritter, Karen Finch from Coronado Chamber of Commerce and David Axelson from the Coronado Eagle Journal.

Todd Shallan noted Kathleen Cochran's resignation from the Board. She will soon leave the Loews Coronado Bay Resort to join the Bacara Resort in Santa Barbara, closer to her aging parents. Brian Johnson from Loews Lake Las Vegas will replace her.

Denise Schwab from Coronado Ferry Landing was welcomed as a Board Member. She replaces Dave Landon as the representative of the Coronado Chamber of Commerce.

2. Approval of Minutes. Motion *McGowen* second *Spatafore*, unanimously approved.
3. Oral Communications. Courtenay McGowen, Coronado Art Walk Chair, shared results of the CTID community grant given to Art Walk. The \$3937 was used for a campaign with the San Diego UT. She believes the grant directly impacted the number of visitors, hotel guests and awareness of their event. Art Walk's on-site survey showed:

- Majority of visitors were from outside of Coronado
- 70% planned on dining at a local restaurant
- 18% planned to spend the night in a Coronado hotel
- 62% made a purchase while in Coronado
- 31% made plans to visit after seeing the advertisement (paid for by the CTID grant)
- 38 vendors booked rooms at the Coronado Island Marriott Resort

Mary Ann Berta enjoyed having such a successful event near her café on First Street. She felt it was refreshing to have an event of that scale on the eastern part of Coronado.

David Spatafore shared a two-page "double truck" clipping for the La Mesa Oktoberfest he wanted the Board to consider in the future. The ad not only listed the scheduled

events, but also a street map and coordinating vendors/businesses open during the Oktoberfest event. He felt it could help market the Holiday Open House this December.

The ED updated the Board on the assessments collected during August: \$65,289 bringing the fiscal year total to \$135,202. As of October 6, the CTID account is just under \$192,000.

The ED, Treasurer and Faulds Bookkeeping have begun preparing the financial reports for the quarterly report due to the City November 15th.

4. Public Relations. Robert Arends briefed the Board on the recent Coronado PR efforts:
 - \$181,939 in media local, regional, national and international coverage, nearly eleven million impressions since July 1.
 - Newly earned coverage reaching Canadian tourists
 - Maximized new non-stops on British Airways with coverage in UK press
 - New efforts with local San Diego morning radio hosts
 - Hosting a media tour this weekend; writers from Portland, Palm Springs and North/South Carolina arriving later this Fall.
 - Media visits planned for Texas markets this month
 - Distributed five different news releases to over 1300 publications

5. Community Grants. In the September meeting the Board requested additional information before providing grants to two Coronado events: the Holiday Cup tournament hosted by Coronado Youth Soccer (CYS) and the Superseal Triathlon from Superfrog Inc. The Board reserved \$4,000 for each, contingent on proposals that better specified how each would invest the grant dollars to raise awareness, increase hotel stays and improve business in Coronado.

The CYS proposal outlined a new marketing strategy:

- Listing of hotels, restaurants and shops inserted into 1,000 programs distributed to tournament participants.
- Two email blasts to 70,000 youth soccer enthusiasts
- Comprehensive listing of hotels, restaurants and shops on Holiday Cup website

Mary Ann Berta voiced concern that tournament players come and go between Coronado and San Diego. David Spatafore felt these efforts would help keep them in Coronado between games. He also added the web strategies would encourage hotel bookings and assist navigating them through Coronado. Tim Herrmann acknowledged the perfect timing (when hotels could benefit from additional guests.) Todd Shellan suggested approving the grant was an intelligent risk, delivering a positive dividend for all.

Motion: *Shellan* second *Berta*, unanimously approved.

The Superseal proposal indicated a marketing strategy based on three initiatives:

- Banner ads on five websites that target triathletes of all abilities
- PR and media outreach nationally and locally
- Updating Superseal materials and website to list hotel, dining and shopping options to triathletes.

Tim Herrmann remarked that his Marriott realizes 170 room bookings because of the Superfrog/Superseal events. Guests tend to be affluent and loyal. Mary Ann Berta added the participants in the events return year after year, with the event growing each year.

Motion *Schwab* second *Herrmann*, unanimously approved.

6. Local Marketing/Case Study Preparation. The ED showed updated artwork to the Board for a number of marketing campaigns activated since the September meeting:

- Full pages ads in San Diego Magazine and Performance Magazine
- Int'l Visitor Center signage
- Banner ads for SignOnSanDiego

He also indicated the recent start of an eight-week radio campaign and the expansion of TripAdvisor banner ads to reach potential tourists in Texas.

Beginning in late October the ED will lead another case study to measure ROI on the \$268,000 in marketing strategies. During February, March and April, when the Spring marketing campaign was in the field, 23 Coronado businesses shared their year over year revenue percentages. On average local business grew 14% during that period.

A second ROI study is scheduled for October, November and December. Because a handful of the 23 businesses will likely decline to participate in the new study, the ED asked the Board to recruit new businesses to maintain (or embellish) the sample size. Thus far, six new businesses and four non-CTID hotels will join the project.

7. Adjournment. Before adjourning the meeting, Todd Shalan noted that he will not be available for the next scheduled CTID meeting November 3rd. Because no Vice-Chair has been elected, he suggested cancelling meetings until December 1. He then recommended any pending Quarterly Report data be approved by CTID officers.

Motion: *Shalan*, second *Spatafore*, unanimously approved.

Meeting was adjourned at 2:45pm