

**Tourism Business Improvement District Board
Minutes
Wednesday, January 13, 2010
2:00 pm
City Council Chamber**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Billing, Hutton, Norris, Koper, Brown

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

Newly appointed board member Brown took his oath of office.

CONSENT AGENDA

ACTION: Moved Wallace/Koper to approve the consent agenda as presented.
Motion carried 7:0

BUSINESS ITEMS

1. LEVEL STUDIOS

Ryan Allshouse presented the status of the marketing campaign. The print campaign has started with placements in WestWays and SkyWest. Both yielded success as the agency has received numerous phone calls of county properties wanting to participate. They were able to secure a placement in LA Parent which will be distributed at a major convention in Los Angeles. Upcoming placements will appear in OC Metro, 7x7, Via, and Westway Discover.

Visits to the website are steadily increasing and stays on the site are up by 40%. This is largely due to the growing content on the site. The request form use is increasing, as is the Hotel Finder tool.

The agency is getting ready for the “Romantic Getaway” promotion while already working on the next promotion, combining wine tasting with an extended stay in SLO. The PR efforts are concentrating on activities and weddings. The agency was contacted by San Diego and Bakersfield Magazine for possible coverage.

The new banner ads that are being developed will concentrate more on “call to action” in order to increase the interaction with potential visitors. Level Studios plans to release its first

email blast in February. They are considering buying email lists in order to create a larger reach into San Francisco and LA area.

Ryan went over the first iteration of the style guide. The board is to review and send feedback.

2. BOARD LIAISON ASSIGNMENTS

Dave Brown will take over past board member Mueller's assignments with the exception of the Madonna Inn which will go to Tim Billing.

TBID LIAISON REPORTS

VCB Update

The 2010 Restaurant Month is in full swing with 10 local restaurants participating. All SLO lodging properties should have received their refund for the individual memberships. The website's numbers are up to 30,000 visits a month and approximately 25% of the traffic goes to San Luis Obispo. The website is now fully linked to Sincerely, California.

Chamber of Commerce and CCTC

The Visitors Center now features a flat screen TV with a promotional High Definition video running. The interior was painted and updated with promotional material "inherited" from the SLO Vintners. The CCTC's redesign of the website is complete and the visitors guide is being distributed.

The meeting adjourned at 2:30 pm.