

**Tourism Business Improvement District Board  
Retreat Minutes  
Wednesday, January 19, 2010  
11:00 am  
Ludwick Community Center**

**CALL TO ORDER:** Chair John Conner

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

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

**Guest Speakers:** Dan VanBeveren, Public Works Engineer  
Deborah Linden, Chief of Police  
John Webster, Transit Manager

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**PUBLIC COMMENT**

There was no public comment.

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**BUSINESS ITEMS**

**1. CONTRACTOR EVALUATION & BUDGET REVIEW**

Dave Garth, President and CEO of the Chamber of Commerce told the board that the Chamber is ready to collaborate in order maximize tourism exposure. He was handed information about an ambassador program currently successful in Santa Monica. The board asked that the Chamber look into the development of such a program and report back.

Ryan Allshouse and Doug Klein from Level Studios gave a status report on the agency's campaign efforts. The agency is planning on a monthly "give away" that will use excess money from the online media buy to buy gift certificates in order to increase the call to action. Dedicated landing pages will accompany the individual campaigns and offer all lodging options.

The board asked the agency to look into educating retailers and restaurants about the TBID and how to participate in [www.sanluisobispovacations.com](http://www.sanluisobispovacations.com)

**Budget 2010-11**

The board chair asked the board members to think about possible allocation to the following line items in order to establish a concrete budget for 2010-11.

Marketing Contract – Events – VCB – R&D Contract – Transportation – Trade Shows – A&P – Miscellaneous

**2. RELATIONS & COMMUNICATION WITH MEMBER HOTELS**

The board liked the idea of “field trips” to each individual property. The field trips will introduce board members, agency, and staff to the property owners. The agency representative will be available for questions regarding the TBID website and help with links from the property’s page to [www.sanluisobisповacations.com](http://www.sanluisobisповacations.com). Staff will introduce the event calendar that will be provided to the properties each month for display at the front desk.

Staff will set up the meeting to make sure that the property owner will be available during the visit.

### **3. FUTURE VISION AND GOAL SETTING BEYOND WEBSITE**

Once the board has established budget allocations, Level Studio will build a marketing plan proposal which will consider SEO, news room, high definition video that can also be used commercially, hotelier involvement, off-season promotion and events. The regular board meeting in March will largely be dedicated to this discussion and will take place at Level Studios, 3450 Broad Street, San Luis Obispo.

### **4. FUNDING REQUESTS**

This item was continued to the February meeting in order to discuss the possible creation of a subcommittee to return with recommendation for a funding or grant program.

### **5. SPONSORSHIP OF A MAJOR EVENT DURING SLOW SEASON**

Staff reported the upcoming meetings with Team Highroads for a bicycle race in October of 2010 and Cuesta College to grow the current City-to-Sea Half-Marathon into a full marathon that will start and end in San Luis Obispo. In addition, staff together with the contractor for the PCC events promotion program is working on making the Film Festival a more community integrated event that will be advertised by downtown merchants through window displays.

### **6. TRADE SHOWS**

Board members Billing and Wallace will investigate which trade shows are currently attended by the VCB and CCTC and come back with a recommendation as to which additional shows to consider.

### **7. ELECTION OF CHAIR & VICE CHAIR**

ACTION: **Moved Wallace/Koper** to re-appoint John Conner as board chair until March 31, 2011 **Motion carried 7:0**

ACTION: **Moved Hutton/Koper** to re-appoint Tim Billing as board vice-chair until March 31, 2011 **Motion carried 7:0**

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The board had invited three City staff members to the retreat in order to gain additional information in the areas of Public Works, Transit, and Police.

Dan VanBeveren gave a presentation about the upcoming rehabilitation of Monterey Street from California to Hwy 101. The rehab will include sidewalks and resurfacing of Monterey Street. He was asking for feedback regarding the best time frame for such an endeavor. After discussion and considering the necessary deadlines and process for such a project, the board members recommended winter/spring 2011 as the best time frame.

John Webster, the City's Transit Manager, gave a brief overview on the City's transit system, passenger counts, and the cuts to the transit budget by the State of California. Given the budgetary constraints, John was asked to look at the cost of additional service to hotels in the Madonna/LOVR area and report back to the board.

Deborah Linden, Chief of Police, gave a brief report on the department's efforts to deal with the increasing transient population especially downtown. She offered board members to visit the individual properties to educate front desk staff on the issues involved.

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**The meeting adjourned at 2:30 pm.**