

**Tourism Business Improvement District Board
Minutes
Wednesday, March 10, 2010
2:00 pm
City Council Chamber**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Billing, Hutton, Norris

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by Hutton/Billing to approve the consent agenda as presented.
Motion carried 4:0

PRESENTATION

1. GRANFONDO

Jen Miller, Alpha Inc.'s Executive Director, presented the upcoming inaugural SLO GranFondo bike ride scheduled for October 23, 2010. The GranFondo is a new cycling event format that is quickly gaining popularity in the US as cycling now ranks number two in activity interest. The appeal for such event is in professional cycling teams participating in the ride. Alpha hopes that the new format will attract 1,000 riders and grow to 3,000 riders in the future. Similar events in San Diego and Santa Rosa attracted 3,500 riders last year. The ride will be marketed as a destination event and Alpha has already received registration from Texas, Washington State, the Bay area and the LA market. The is geared towards families and will also include a merchant fair in Mission Plaza.

The organizers' goal is to grow the SLO GranFondo into an annual, nationally recognized event. In order to bring the event to Downtown San Luis Obispo, they asked the TBID for \$30,000 in event support.

There was discussion regarding the proposed budget and whether to only give money to promotion. Several commissioners were impressed with the fact that a reserve was built into the budget in order to sustain the event into the future.

ACTION: **Moved by Wallace/Hutton** to support the GranFondo as requested.

Motion carried 4:1

2. CHAMBER OF COMMERCE

Dave Garth and Lindsey Miller presented a proposal for Chamber of Commerce services to the board. Four components were presented:

1. PR services: the Chamber was proposing to be the local contractor for PR services to coordinate services with a national PR firm hired by the TBID. They would handle the media trips, follow-up, send media releases, respond to media inquiries, use of Chamber owned photography, plan and execute press trips and develop media kits.
2. Visitors Center – Hotel Board: Proposal to increase SLO City hotels' visibility in the Visitors Center. The current 18-space hotel board would be replaced with a flat screen television monitor that would rotate the TBID members' 37 logos and have a direct dial telephone.
3. Visitors Center – 24/7 Outdoor Kiosk: The Chamber would build an indoor/outdoor Visitors Center kiosk that would be incorporated into the existing Chamber Visitors Center building, accessible from the outside 24 hours a day, but physically located within the Chamber offices.
4. "I am San Luis Obispo" Concierge Training Program: The Chamber would handle both parts of the program, the training and the tour. They recommend offering a 90-minute class once a month at the Chamber offices. Once a quarter they would host a reception and tour the City with all program participants. The participants would receive a certificate of completion as an incentive to participate. Class size would be 25 participants. Eight monthly trainings with four quarterly receptions/tours of the City are included in the proposal. The proposal would be considered for 2010-11 fiscal year. The total annual cost for all four components is \$95,700.

The board continued the discussion to the special meeting dedicated to 2010-11 budget development.

BUSINESS ITEMS

1. 2010-11 MARKETING PLAN & 2010-11 BUDGET ALLOCATIONS

The Level Studios team presented the proposed marketing plan for 2010-11. The first part of the presentation summarized the first six months of the fiscal year and what is in store for the remainder of 2009-10. They reported that the agency was able to negotiate four more print placements in 7x7, OC Metro, and LA Parent within the same print budget. They are now using the print creative in the online banners. They utilize TruEffect ad serving technology, paid for by Level Studios, that allows for extreme targeting and interaction with potential visitors. They are working with a Cal Poly senior marketing class to create an in-depth analysis on the use of social media. At this point they estimate that the TBID saw \$240,000 worth of exposure through PR placements.

For 2010-11 the agency plans to drive OOH awareness, develop an in-depth social networking strategy, develop distributable content (widgets), expand the campaign based on the PPC successes, start user-to-user engagement, utilize triggered, personalized CRM, and work with distributable user generated content from site, email, widgets, photos, videos, etc. The media strategy, new site features, and program management were also presented in

detail. Doug Klein, Senior Strategist, then presented budget options comparing 2009-10 to the cost for the proposed approach in 2010-11 and how to adjust to \$500,000. Doug reiterated that by looking at cuts the committee will have to consider the strategy outlined in the presentation.

Staff was asked to coordinate and schedule a special meeting in April to discuss the budget further and look at all the proposals that are currently under discussion.

2. EVENT PROMOTION

Dean Hutton presented the initial events promotion program the task force developed. The discussion about approach and funding levels was continued to the special meeting in April in order to address it within the context of the entire TBID budget for 2010-11.

TBID LIAISON REPORTS

VCB Update

John Summer, Executive Director of the VCB, went over the monthly report and web statistics. He mentioned that they are developing a member newsletter to distribute in-depth information relevant to member organizations. He also addressed the questions that surfaced from the monthly reports provided to the board.

Chamber of Commerce and CCTC

Tim Billing reported on various PR placed, events the Chamber is working on such as Roll out the Barrels, Open House, etc.

CCTC through CTTC will be visiting Dublin and Frankfurt on a media mission. The visitors' guides are being distributed and the website is in redesign.

PCC Update

John Conner reported on the upcoming grant cycle as the application deadline is set for April 12, 2010.

The meeting adjourned at 4:30 pm