

**Tourism Business Improvement District Board
Minutes
Wednesday, November 4, 2009
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 Hutton/Wallace** to approve the consent agenda as presented.
Motion carried 5:0

PRESENTATIONS

1. San Luis Obispo Chamber of Commerce

Chamber President and CEO, Dave Garth, presented several Chamber services to the board including telephone services for 800-numbers used in marketing material, fulfillment and public relations services. He also presented the three Chamber websites that receive 2,366 unique visitors per day. He suggested that, until the TBID's own website is established, those websites could provide significant additional traffic.

BUSINESS ITEMS

1. LEVEL STUDIOS

Ryan Allshouse went over website statistics and advertising results. Visits to the site are steadily increasing and the agency is carefully monitoring the results from the online media campaign. Ryan and his team are working on the print ads and will present the creative in December. The print campaign is scheduled to start in January 2010.

2. STYLE GUIDE FOR LOGO USE

Ryan Allshouse presented a print versions and an electronic version of a style guide to the board.

The board asked the contractor to return in December with several options of the print version of the guide.

3. RETREAT DATE, TIME, AND AGENDA ITEMS

Staff confirmed January 19th as the retreat date. The board will be meeting at the Ludwick Center. Staff is to resend the agenda items thus far provided, so the board can determine the agenda and meeting time.

BOARD COMMUNICATIONS

Staff was asked to look into CalTrans regulations for signage off Hwy 101 that would direct people to lodging and downtown.

The meeting adjourned at 2:50 pm.