

**Tourism Business Improvement District Board
Minutes
Wednesday, April 13, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair Tim Billing

PRESENT: Koper, Norris, Conner

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was not public comment.

OATH OF OFFICE FOR NEWLY APPOINTED BOARD MEMBERS

Joel Koper took his oath for a second term on the board.

CONSENT AGENDA

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

Changes:

J. Conner mentioned that with increasing TOT the Council should consider reversing the cuts to the Community Promotions budget.

BUSINESS ITEMS

1. QUARTERLY CONTRACTOR REPORTS

Chamber of Commerce

Lindsey Miller, Marketing Director for the Chamber of Commerce, reported that 12 sessions were held thus far for the MySLO training program with 48 members of the lodging industry participating. Several onsite trainings at individual hotels are scheduled. Outreach to the various industries connected to tourism continues for the remaining sessions in 2010-11.

The 24/7 kiosk project has been very challenging, but completion is expected by the end of April. The Chamber will offer the TBID a discounted rate in 2011-12 if the board decides to continue the program.

The indoor hotel display board has been running since September 2010. The walk-in traffic into the Visitors Center has been very high and the display receives great exposure.

Dave Garth, President and CEO for the Chamber, addressed the board as it was the last time he will participate in a quarterly report before his retirement. He reflected on his 38-year tenure with the Chamber and the changes he has seen.

Visitors and Conference Bureau

Brittany Garcia, Administrative Manager for the San Luis Obispo Visitors and Conference Bureau, presented the last quarter efforts for the VCB. She was filling in for Molly Cano who is currently on maternity leave. She addressed the various activities administered through the VCB including website, the new Visitors Guide (40,000 copies were produced), PR coverage, Fam Trips & Media Tours, the 4th annual SLO County Restaurant Month, monthly e-specials, and monthly co-op ads in Fresno Bee and the Bakersfield Californian. Group Sales Activities are also part of the VCB's efforts, as are the activities with the Central Coast Tourism Council that is concentrating on international outreach. She also reported that the VCB is very busy with preparations for Savor and the upcoming Tourism Month declaration.

2. EVENTS PROMOTION

Commissioner J. Conner reported on the three presentations that were heard by the joint task force on April 11, 2011.

Future of Work is a joint effort between the TBID, the City's Economic Development program, and the Promotional Coordinating Committee. The conference will bring high level executives to San Luis Obispo for a mid-week conference.

ACTION: **Moved by Conner/Norris** to support the conference with \$10,000
Motion carried 4:0

La Guitarra is a classical guitar festival that has been held in and around San Luis Obispo since 1999. It has now moved to the PAC and they were asking for \$20,000 in promotional support.

ACTION: **Moved by Koper/Norris** to not support the festival as it is held during a very busy time for the hotels. Additionally, the festival has already started its promotional efforts with the Quality Suites as its partner.
Motion carried 4:0

Mud Mash 2011, a family and adventure race in Laguna Lake park requested support for out-of-town promotion. Level Studios had reviewed the event and proposed an outreach effort for \$15,000.

ACTION: **Moved by Koper/Conner** to support the Mud Mash with \$15,000 through Level Studios. The funding will come out of 2011-12 events promotion funding.
Motion carried 4:0

Sunset's Savor the Central Coast - Commissioner J. Conner elaborated on the initial idea discussed with the Savor organizers and the related cost of such an event. Given that the investment of \$120,000 would almost eliminate the proposed events promotion budget for 2011-12, the board asked the task force to reconvene and look at other options.

Wine, Wave, and Beyond – AmpuSurf

The commissioners liked the cause of this non-profit organization, but did not see a fit since most of the event is happening in Pismo Beach. However, since the organization was not aware of the PCC's grants-in-aid program, they considered a one-time grant of \$3,000 for the June 2011 event.

ACTION: **Moved by Conner/Norris** to support the event with \$3,000 with condition of widget on website and on promo material.

Motion carried 4:0

Board Chair T. Billing presented a possible opportunity with Cal Poly Athletics for an exclusive sponsorship for San Luis Obispo lodging. The requested sponsorship amount is \$25,000 plus 525 complimentary rooms. Given that the sponsorship package looks very attractive and that the collaboration with Cal Poly Athletics could yield a great partnership, the board asked three delegates to meet with Cal Poly representatives to further discuss the conditions and to return with a recommendation. N. Patel, C. Pearce, and J. Koper will follow-up with Cal Poly and staff is to coordinate a meeting.

3. BUDGET 2011-12

Board Chair T. Billing reported on the meetings and discussion of the Budget Task Force. He mentioned that the presented, preliminary budget is conservative. He addressed the preliminary budget line item by line item and the contemplated change for PR to be integrated back into the marketing contract.

Based on comments by the Chamber of Commerce regarding the preliminary allocations to the three current contracts with the Chamber, staff is to coordinate a meeting between the task force and Chamber representatives.

4. MARKETING MATERIAL

R. Allshouse reported on the additional material the board requested and associated cost.

ACTION: **Moved by Conner/Koper** for 200 clings and 1,000 license plates not to exceed \$3,000. **Motion carried 4:0**

Redesign for Savor bags \$1,200

ACTION: **Moved by Conner/Koper** to allow \$1,200 for the redesign of the bags for Sunset's Savor the Central Coast 2011. **Motion carried 4:0**

ACTION: **Moved by Conner/Norris** to finance the television set and require mounting hardware for the trade show booth to be paid out of carry-over.

Motion carried 4:0

Thrive books and PowWow email with winning grand price of 15 rooms plus collateral piece with information of all properties.

ACTION: **Moved by Conner/Norris** to allocate an amount not to exceed \$10,000 to Pow Wow related material such as Thrive books, collateral material, and the grand price of 15 room nights in San Luis Obispo. **Motion carried 4:0**

5. ADVISORY BODY BYLAWS

ACTION: **Moved by Norris/Koper** to accept as amended regarding the position of Vice-Chair. **Motion carried 4:0**

6. BID ALLIANCE – COOP OPPORTUNITY WITH PBS TRAVEL SHOW

Staff had submitted documents outlining a coop opportunity with the PBS travel show “Travelscope” as presented at the April BID Alliance meeting. The buy-in for each entity was \$4,000. J. Conner, member of the BID Alliance elaborated on the opportunity.

ACTION: **Moved by Conner/Norris** to allocate \$4,000 to participate in the Travelscope sponsorship **Motion carried 4:0**

The board requested that copies of the DVD be provided to the hotels.

The meeting adjourned at 4:10 pm