

**Tourism Business Improvement District Board
Minutes
Wednesday, August 11, 2010
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Koper, Brown, Hutton

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: **Moved Wallace/Brown** to approve the consent agenda as presented.
Motion carried 5:0

PRESENTATION

1. PUBLIC RELATIONS PROPOSALS

Two firms were invited to present proposals for PR services to the board. “On the Horizon Communications” and Parker Sanpei & Associates presented their proposed work program and elaborated on the collaboration with Level Studios. The board members had several questions for both contractors as to their work program and overall cost. Board deliberation was scheduled under business items.

BUSINESS ITEMS

1. MONTHLY CONTRACTORS’ REPORT

Ryan Allshouse, Accounts Manager with Level Studios, reported on the following marketing efforts:

- the agency was preparing new creative for the new targeted areas of 50+, cultural attractions, and romantic getaways.
- the itinerary builder was under way and should be ready in about two months
- the agency hired a subcontractor for a specific social media campaign

- subscribers to the newsletter have increased by 50% over last month and the agency was preparing a special release to the 27,000 subscribers of the City's newsletter
- they are working on specific landing pages for the various promotions, so people land on a page corresponding with the call to action.
- the account team was working on a booth for Savor and any other event the City has a physical presence at.

Lindsey Miller, Marketing Director for the SLO Chamber of Commerce, reported that only six responses had been received for individual the hotel board information. She will follow-up by phone to hopefully receive more entries to be posted. Otherwise the generic post will be included. The contractor for the 24/7 kiosk had looked at the location and was working on the specifications for the kiosk. Lindsey presented two names for the concierge program that should launch beginning of October, utilizing the information gained at the Disney Institute and Santa Monica's program. All commissioners favored "My San Luis Obispo" over "San Luis Obispo Certified". Lindsey will be working on the creative to go with the name. She also reported that she was currently working on articles about San Luis Obispo in Skywest, Skymall, Santa Clarita Valley Magazine (on biking), and with Rachel Ray for "Women and Wine". The Chamber has hired two new staff members at the Visitors Center, one of them being bilingual.

2. SLO VISITORS & CONFERENCE BUREAU

John Summer, Executive Director, addressed the board as he had been asked to return with a different funding model by August 31, 2010. He mentioned that, given all other cities had already committed to the new funding model, it was impossible to make a wholesome change. He was therefore hoping that the board entertain the 2009-10 funding level which was \$95,000 including membership fees. The board had already approved \$29,000 in membership fees in its July meeting. The amount requested represented \$66,000

ACTION: Moved Hutton/Koper to approve \$66,000 in VCB contribution for overall marketing efforts for the County of San Luis Obispo.

Motion carried 4:0

Jamie Wallace abstained due to his VCB board membership.

3. SLO TROLLEY SERVICE

Dean Hutton, Subcommittee Chair, reported that the joint-committee had met to discuss the funding to continue trolley service. The Promotional Coordinating Committee will recommend financing the shortfall and also recommend modifications to the service. The proposed changes had already been reviewed by the City's Transit department and were well received. The trolley will therefore no longer operate on Sundays, but increase operating hours Thursday through Saturday to 10 pm. The fare was recommended to increase to 50 cents.

4. DIRECTIONAL SIGN PROGRAM

John Conner volunteered to represent the TBID on the Directional Signage committee that will review the work program and creative.

5. EVENTS PROMOTION

Dean Hutton, Events Promotion Subcommittee Chair, reported that the committee reviewed the proposal from Cuesta College to organize a full marathon race in 2011. The committee postponed a recommendation until more information was received regarding the interest of

runners in such an event. The organizers were asked to poll the runners during the 2010 “City to Sea” Half-Marathon and return with findings to the full board in November.

6. PUBLIC RELATIONS PROPOSALS

The board discussed the two PR proposals received and the presentations given at the beginning of the board meeting. After in-depth discussion and a follow-up question to both presenting companies regarding the budget, the board proceeded to vote.

ACTION: **Moved Wallace/Hutton** to contract PR services for 2010-11 with “On the Horizon” Public Relations. **Motion carried 3:2**

TBID LIAISON REPORTS

1. HOTELIER UPDATES

John Conner reported that three more hotels were visited and that all remaining properties will be visited on Friday, August 13, 2010.

2. VCB UPDATE

Jamie Wallace reported Sunset’s Savor the Central Coast had secured \$365,000 in sponsorship support and sold \$125,000 in tickets. Tyler Florence’s session was already sold out.

The meeting adjourned at 4:00 p.m.