

**Tourism Business Improvement District Board
Minutes
Wednesday, February 9, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Koper, Hutton, Norris, Billing

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by Wallace/Billing to approve the consent agenda as presented.
Motion carried 6:0

BUSINESS ITEMS

1. QUARTERLY CONTRACTOR REPORTS – LEVEL STUDIOS

Level Studios

Ryan Allshouse, Level Studio's Account Manager, provided an update on last quarter's efforts as well as an outlook on upcoming programs. He highlighted the efforts for the International Film Festival and the new sections on the website such as Romantic Getaway, SLOIFF and the "happiest place" hero shot on the homepage. The media buys for the upcoming month will focus on the Film Festival to drive traffic to both the SLOIFF website and sanluisobispovacations.com. The website migration and redesign is targeted for March as is the production of the promotional video. R. Allshouse pointed out that the activities over the past six months were heavily geared towards specific events which allowed for geo-targeting and information gathering.

R. Allshouse also mentioned that the video production is under way and will be ready for Pow Wow at the end of May. They are producing three to four 30 to 60-second clips to be leverage through social media and one two-minute clip to be used at conferences, tradeshow, hotel loops, and the visitors center.

At the January meeting, the board had asked its agency to look into the production of several swag items. In reviewing several options, the board gave the following directions for the agency to return in April with specific examples and cost:

Brochure Stand

- Metal option is favored, possibly made locally depending on cost.
- Larger Picture on top (exchangeable) to leverage events.
- Custom slots as some material is a bigger.
- Design should fit with the trade show booth.
- Several size options to let the owners choose appropriate stand for their property

License plates

- Investigate post consumer material option
- Preferred color: Silver aluminum, black or possibly dark blue

The window cling should be double sided, custom made to leverage the shape of the tourism logo.

2. EVENTS PROMOTION

Commissioner D. Hutton reported on the joint events task force meeting of February 7, 2011. Five event presentations were heard and the task force members recommended the following support:

Savor the Central Coast

All board members concurred that the Saturday evening event should be pursued to have a unique event downtown San Luis Obispo that will entice patrons to stay in local hotels. Staff is to organize a meeting with the event coordinator to develop a concrete proposal.

ACTION: **Moved by Wallace/Norris** to sponsor the 2011 event bags at \$24,000.
Motion carried 6:0

ACTION: **Moved by Wallace/Hutton** to own the Saturday evening event in Downtown San Luis Obispo and await the events task force recommendation.
Motion carried 6:0

GranFondo

The 2010 GranFondo bike event was very successful and brought in the anticipated out-of-town visitors. The events organizers came through on all their commitments and held a very well-run event.

ACTION: **Moved by Koper/Hutton** to support the 2011 GranFondo bike event with \$20,000.
Motion carried 6:0

Central Coast Cancer Challenge

The task force did not see this as an event that will bring out-of-town visitors to San Luis Obispo. However, the members considered helping with the bags, utilizing the 2010 Savor leftovers.

ACTION: **Moved by Hutton/Billing** to offer the 2010 Savor bags free of charge and invest up to \$1,000 to allow for branding and sponsor recognition. **Motion carried 6:0**

In addition, D. Hutton reported on All Out Events and the Future of the Workforce Conference. Both events needed further discussion before a recommendation can be made.

3. 2011-12 BUDGET

The board decided to appoint a task force to come forth with budget recommendations based on the 2010-11 funding elements and efforts. Commissioners T. Billing, J. Wallace, and S. Norris will make up the budget task force.

4. POW WOW 2011

The delegates representing San Luis Obispo will be asked to drive to San Francisco on Sunday, May 22nd to set up the booth and be ready for Monday. Actual conference days are Monday through Wednesday and return to SLO is scheduled for Thursday, May 26th. The representatives will be briefed on expectations and deliverables. The most important message to the representatives is to sell SLO as a whole and not the individual properties.

Staff is to schedule a meeting with the Board Chair to draft an email to all properties, so they can apply to send a representative. Only four representatives will be selected.

TBID LIAISON REPORTS

1. HOTELIER UPDATES – Commissioner S. Norris reported that the General Manager of the Sands Inn & Suites died unexpectedly and the property is in transition.

2. VCB UPDATE – Board Liaison J. Wallace reported that the vision workshop was well attended. It became apparent that there is a need for county branding and support for Savor. Input gained at the workshop will be used for the development of the 2011 marketing plan that will be presented to the VCB board on 2/16/11. 2011 Visitors Guides will arrive next week. The VCB is attending PowWow together with CCTC and will also attend Sunset's Celebration Weekend in June. The long anticipated mobile app is coming out mid-February.

3. PCC UPDATE - Board liaison J. Conner reported that the PCC will start its Grants-in-Aid cycle for 2011-12 events and applications are now available.

4. BID Alliance – Board liaison J. Conner reported that the funding model for the VCB was once again the main discussion point.

The meeting adjourned at 3:26 pm