

**Tourism Business Improvement District Board
Minutes
Wednesday, September 14, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair Tim Billing

PRESENT: Pearce, Patel, Hutton

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

CONSENT AGENDA

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

PRESENTATIONS

1. SLO MARATHON

Samantha Pruitt and Heather Hellman provided an update on the efforts for the inaugural San Luis Obispo Marathon. They thanked On The Horizon PR for its help with the recent press release. They mentioned that they will be at several half and full-marathons to market the SLO event. Team in Training's CA chapter has committed and is actively promoting the event. It is possible that the national chapter will come to the event and hopefully by year two the marathon will see national participants. The board members were asked to distribute the rack cards in the hotel lobbies.

2. SAVOR THE CENTRAL COAST

The commissioners approved listening to Business Item 6 at the same time as the Savor presentation as both items were presented by the San Luis Obispo Visitors & Conference Bureau (VCB).

Molly Cano, Marketing Director for the VCB, reported on Savor ticket sales in comparison to last year (40% out-of-county / 60% in-county at this point / 2010 30% all together out-of-county). The numbers do not include the hotel package sales as those numbers will be reported at the end of the week.

The chair asked why the City of SLO TBID was not mentioned in the recent press release and why the TBID was not informed regarding the chef and winery line up for the Mission Plaza Dinner. Mrs. Cano explained that the contractor, who is with the SLO Vintners, was hired to line up the chefs with local wineries. However, the VCB will definitely address the concern for next year.

BUSINESS ITEMS

1. CENTRAL COAST VISITORS GUIDE AD

Matthew Gibbons with Striker Media introduced the 2012 Central Coast Visitors Guide. He mentioned that the number of copies will increase to 55,000 without increase in ad rates. Striker Media sends the Visitors Guides directly to requesting parties and 60% go overseas. The full page will be \$7,250 including the map listing and website presence.

ACTION: **Moved by Patel/Hutton** to postpone decision to October meeting to review possible ad creative and expected exposure.

Motion carried 4:0

2. QUARTERLY CONTRACTOR REPORTS

Ryan Allshouse and Rebecca Jensen presented the agency's efforts throughout July and August which included the five short-version videos, Rosetta Search and Media Integration, email marketing, event marketing, PR integration, website updates, and the Cal Poly Athletic program initiative. The Cal Poly effort included printed signs on all major Cal Poly fields, gyms, and stadiums, 3 video min-clips on digital scoreboards, print ad in event booklets, radio spot during the games, and the brand new ShareSLO.com website.

3. EVENTS PROMOTION

Commissioner Hutton, who also serves as the joint events subcommittee, elaborated on the report included in the agenda package which highlighted the request from the Film Festival. The funding request is \$25,000, \$20,000 from the TBID and \$5,000 to be allocated through the PCC.

ACTION: **Moved by Pearce/Hutton** to support the 2012 San Luis Obispo International Film Festival with \$20,000. The effort is to be managed by Level Studios.

Motion carried 4:0

ACTION: **Moved by Hutton/Patel** to support the requested change in date for the "Future of Work" conference to January.

Motion carried 3:0

Board Chair Billing abstained.

4. ANNUAL REPORT

The board reviewed the presented annual report for efforts in 2010-11, the financial statement, and proposed work program for 2011-12.

ACTION: **Moved by Pearce/Patel** to forward the annual report to Council as presented.

Motion carried 4:0

5. HOTEL QUESTIONNAIRE – SURVEY MONKEY

Board Chair Billing presented a list of questions and asked the board to review, provide comments, and send additional questions for review at the October meeting.

6. CALIFORNIA VISITORS GUIDE – COOP THROUGH VCB

Molly Cano presented the opportunity for a coop ad in the California Visitors Guide. The VCB was looking for 9 participants at \$2,000 each. She handed out a document mentioning the distribution of the guide. To date, the VCB has two confirmed participants.

ACTION: Moved by Patel/Pearce to participate in the coop ad at \$2,000.

Motion carried 4:0

BOARD COMMUNICATION

Board Chair Billing reported on the hotel visits and the material distributed to each property.

Adjourned 4:06 pm