

Agenda
TBID Advisory Board
Regular Meeting
Wednesday, February 8, 2012
2 P.M. – Council Chamber

CALL TO ORDER: Chair Tim Billing

PUBLIC COMMENT: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker.

State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda.

CONSENT ITEMS

C.1 Minutes of the Meeting of December 14, 2011

C.2 TOT Report – Month of December (distributed when available)

C.3 Smith Travel Report (under separate cover)

C.4 Level Studios Report – Report under Business Item 1

C.5 San Luis Obispo Visitors & Conference (under separate cover)

C.6 Chamber of Commerce – (under separate cover)

Any writings or documents provided to a majority of the TBID Board regarding any item on this agenda will be made available for public inspection in the Administration office of the City of San Luis Obispo at 990 Palm Street during normal business hours.

TBID Board

Public comment will be taken for each individual agenda item. Each speaker will be limited to 2 minutes of public testimony.

PRESENTATIONS

- 1. QUARTERLY REPORT BY CONTRACTOR** **10 min**
The San Luis Obispo Chamber of Commerce will present its quarterly report.
- 2. CAL POLY PARTNERSHIP** **10 min**
Ben Burke with Nelligan Sports will give an overview on the sponsorship benefits and present visuals from the various sport venues.

BUSINESS ITEMS

- 1. TRADESHOWS 2012** **15 min**
The board will hear a report from the delegates who attended the LA Travel & Adventure show and reconsider staffing levels and delegate assignments.
- 2. SLO VISITORS & CONFERENCE BUREAU** **20 min**
The board will receive a presentation and funding request from the Bureau for the 2012-13 fiscal year.
- 3. LEVEL STUDIOS UPDATE** **30 min**
The agency will report on ShareSLO and give an update on the brochure production.
- 4. TASK FORCE ASSIGNMENT TO EVALUATE STAFFING NEEDS** **15 min**
The Assistant City Manager will ask the board to designate a task force to help evaluate the staffing needs for tourism efforts.
- 5. EVENT SHUTTLES AND TROLLEY SERVICE – Report as attachment 1** **10 min**
The board will entertain a recommendation from its task force regarding shuttle service during graduation weekend.
- 6. EVENTS PROMOTION – Report as attachment 2** **10 min**
The task force chair will report on funding requests and possible event opportunities. The board will consider funding of recommended events at this point.
- 7. TBID BOARD MEETING TIME – Bylaws as attachment 3** **10 min**
The board will consider changing the meeting time for its regular monthly meeting.

TBID Board

TBID LIAISON REPORTS & BOARD COMMUNICATION

At this time board members make announcements, report on activities, refer to staff issues for study and report back to the board at a subsequent meeting.

1. HOTELIER UPDATE – LIAISON REPORT

5 min

2. PCC UPDATE – PCC Minutes attached

3. VCB – Update from last board meeting

**Tourism Business Improvement District Board
Regular Meeting Minutes
Wednesday, December 14, 2011
2:00 pm
City Hall - Council Hearing Room**

DRAFT

CALL TO ORDER: Board Chair Tim Billing

PRESENT: Koper, Pearce, Conner

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

Consent Agenda

ACTION: Moved by Conner/Pearce to approve the consent agenda as presented

Motion carried 4:0

BUSINESS ITEMS

1. QUARTERLY REPORT BY CONTRACTORS

Ryan Allshouse and Rebecca Jensen presented the quarterly report for Level Studios. They gave an overview on PR, email marketing, side projects, Rosetta's search & media, and website analytics. Currently the newsletter is sent to 7,066 recipients. R. Jensen went over the media plan as it relates to spikes in the spending. The campaign was designed to drop off with November and gear back up in January.

R. Allshouse provided a cost breakdown for the upcoming tradeshow material and equipment including the give-aways and new booth components. The board discussed the various elements and decided that they were all essential for successful tradeshow presence.

ACTION: Moved by Conner/Koper to approve the tradeshow components and cost elements as presented. **Motion carried 4:0**

R. Allshouse then presented the cost for the map and brochure as directed by the board during the November meeting. In order to produce the quality product the board envisions, extra budget needed to be allocated.

ACTION: Moved by Pearce/Conner to move forward with the map and brochure as presented and allocate \$30,000 to this effort. **Motion carried 4:0**

2. EVENTS PROMOTION

Task Force member John Conner presented the proposed program (attachment 1 to the agenda) and elaborated on the process the task force undertook to establish the events promotion mission statement and support level packages.

ACTION: Moved by Pearce/Koper to approve the mission statement and events promotion program packages and future approach as presented **Motion carried 4:0**

3. EVENT SHUTTLES & TROLLEY SERVICE

Task Force member Clint Pearce presented the discussion, evaluation, and recommendation to the board. Though the board appreciated the idea of a pilot program, it asked for the task force to convene again to further discuss possible service to the west side. John Conner volunteered to serve on the task force. Staff is to coordinate a meeting prior to the next board meeting.

4. SELECTION OF TRADESHOW DELEGATES

Only two hotel industry members had submitted to attend the leisure tradeshow in Los Angeles and San Francisco. Therefore both, Pragna Patel and Michael Adams, were selected to represent the TBID at those shows. Two more members had entered to attend Pow Wow and staff had prepared name tags for the drawing. Lindsey Miller with the Chamber of Commerce did the honors and drew Kim Wykoff and Michael Adams as the representatives for International Pow Wow in Los Angeles.

5. SURVEY RESULTS AND FUTURE VISION WORKSHOP

The board reviewed the data from the survey as provided under attachment 3 to the agenda. Though several responded favorably regarding a possible vision workshop, the board determined that there was no critical mass to organize such an event as only 12 people took the survey and only five responded favorably toward such a meeting. However, the board asked staff to follow up on the comment regarding current efforts for smaller hotels with an analysis of TOT and website matrix.

6. TOUR OF CAL POLY

The board determined that a "virtual tour" and presentation by Nelligan Sports would be more appropriate. Staff is to coordinate with Ben Burke for the January or February board meeting.

Communication:

C. Pearce mentioned the progress to date at the Hampton Inn currently under construction at Calle Joaquin. Staff added the planned number of rooms and the anticipated opening date which is estimated in March/April.

Meeting adjourned at 3:35 pm

**TBID Task Force – Commencement Shuttle Service
Minutes
Tuesday, January 03, 2012
Council Conference Room - City Hall**

DRAFT

Committee Members: Clint Pearce, John Conner

Staff Liaison: Brigitte Elke

As directed by the board during its December regular monthly meeting, the task force members met to continue the discussion regarding possible shuttle service to all 37 hotels during graduation weekend. Initially, the task force recommended a pilot program for the east side only, but the board wanted to look at service to all hotel partners.

During the discussion, the task force members remained skeptical whether service could work without a major investment from the TBID. They also questioned whether this was the right kind of investment as the dollar amounts contemplated would equal an investment in a new event such as the possible Ironman. Additionally, they questioned the dissemination of the information and how to ensure that all hotels and their patrons knew about the service. If not done right, this could easily turn into a negative experience.

The task force therefore concluded with the following three possible recommendations. The members are seeking further board guidance for their next meeting as to a preferred option.

Recommendation 1:

- Establish the shuttle service, but with partial payment from the hotels through pre-purchased tickets. This would allow for a better estimate on buses / seats needed.

Recommendation 2:

- Do not commission the service for 2012 and revisit the program during the budget discussion to allocate the funding needed to do properly.

Recommendation 3:

- Provide a "grant" to the hotels to organize their own service and pay a certain percentage of the actual cost. i.e. Hotel Y commissions a Ride Share bus at \$900.00, TBID to pay x%

**Joint Events Promotion Task Force
Minutes
Monday, January 30, 2012 - 3:00 pm
Council Hearing Room - City Hall**

DRAFT

CALL TO ORDER: Chair Dean Hutton

Committee Members: Conner, Fidler, LeMieux, Cox, Koper

Staff Liaison: Brigitte Elke

The joint-events subcommittee met to receive presentations and funding requests from four different events. Two had previously been supported and two events were new to San Luis Obispo or an inaugural.

1. Concours D'Elegance

Though the Concours has been an annual fundraiser for Hospice of San Luis Obispo County, it will take place for the first time in San Luis Obispo at Madonna Meadows. It is scheduled for June 1 through 3, 2012 and will be a three-day event for the first time. The organizers are looking for assistance for advertising and professional services.

The subcommittee members recommend supporting the event at \$25,000 to cover the proposed advertising budget. They have not determined yet what portion will be paid by the TBID and the PCC as the TBID wants to revisit its budget before committing.

2. Remnants of the Past

The organizers returned before the subcommittee to ask for support for the two 2012 shows now scheduled for June 2 & 3, and October 20 & 21, 2012. They hope to grow the event from 3,000 to 4,500 attendees with the special guests already confirmed and national PR coverage appearing between January and May.

The subcommittee recommends the following support:

June 2012	\$20,000 TBID	\$5,000 PCC
October 2012	\$15,000 TBID	\$5,000 PCC

3. Mud Mash 2012

All Out Events approached the subcommittee to provide a report for the 2011 Mud Mash and to ask support for the 2012 event.

The TBID subcommittee members were not supportive of the event as they did not think it successful for out-of-town draw. The PCC members were not convinced that this was an event to support given the budgetary limits.

4. SLO Jazz Festival

Scott Andrews returned to report the confirmed dates for the inaugural event that will happen during the same weekend as Savor The Central Coast. The subcommittee members were

excited about the opportunity to start a Jazz Festival in San Luis Obispo. They believe it to be an event that warrants a \$25,000 support. However, they want to meet with the VCB and Scott to evaluate whether the Festival could be integrated into Savor as the main Saturday evening event in SLO. Staff is to coordinate date and time for a meeting.

BYLAWS

**TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD
CITY OF SAN LUIS OBISPO**

ARTICLE 1

PURPOSE

The Tourism Business Improvement District Board (TBID Board) advises the Council in the administration and use of the TBID assessment funds. The Board recommends projects to promote tourism to the City of San Luis Obispo to directly benefit the City's lodging industry.

ARTICLE 2

MEMBERSHIP

The TBID BOARD shall consist of seven (7) members from the San Luis Obispo City lodging industry as appointed by the Council. Because of the diversity among assessment district members represented by the Board, including local, regional and national lodging industry interests, it is neither practical nor advisable to limit Board membership to City residents. Accordingly, membership on the TBID Board shall be exempt from residency requirements otherwise applicable to City Advisory bodies.

Board members shall be appointed for a term of four (4) years, commencing on April 1st or any other date as directed by the Council. No Board member shall serve more than two (2) consecutive terms (eight years) on the TBID Board. Any Board member who has been appointed to fill a vacant seat in mid-term shall not be precluded from thereafter serving two (2) four-year terms (eight years), so long as the initial, partial term is less than one (1) year.

The Chair of the TBID Board shall be appointed by the Board to the Promotional Coordinating Committee for a term concurrent with his/her TBID Board term.

ARTICLE 3

OFFICERS

The officers shall be a Chairperson and a Vice Chairperson, each of whom shall be elected for a one-year term at the March meeting of the TBID Board for a term starting in April. No Board member shall serve more than two (2) consecutive one-year terms as Chairperson or Vice Chairperson. Any Board member who has been appointed to fill a

vacant seat as Chairperson or Vice Chairperson in mid-term shall not be precluded from thereafter serving as Chairperson or Vice Chairperson for two (2) consecutive one-year terms, so long as the initial, partial term is less than six (6) months.

The Chairperson shall preside over all meetings of the TBID Board, prepare all meeting agendas with staff, and otherwise perform such duties as directed by the TBID Board or Council.


The Vice Chairperson shall serve in the absence or incapacity of the Chairperson.

The immediate past-chair will automatically serve as the Vice-Chair in order to guarantee continuity and stability for board proceedings.

ARTICLE 4

MEETINGS

A. The TBID BOARD shall hold a regular meeting each month and no less than ten (10) times per year.

B. The meetings are to be held at City Hall, the second Wednesday of each month, unless another location and/or time has been announced as required by California law. 

C. The meetings shall be open to the public.

D. A quorum shall consist of a majority of the commissioners currently serving on the TBID BOARD.

E. All actions of the TBID BOARD shall be by a majority vote or consensus and shall be directed through the Chairperson.

F. Action minutes of each meeting shall be taken, shall be available as a public record and forwarded to the Council if requested.

G. A special meeting may be called at any time by the Chairperson or by a majority of the Board members currently serving on the TBID BOARD, provided each member is given written notice of the special meeting at least 24 hours prior to the meeting, and the time and place of the special meeting is announced as required by California Law.

H. All meetings shall be conducted in general accordance with Robert's Rule of Order, newly revised edition, subject to minor variation by the Chair as appropriate to the needs of the advisory body.

I. All Board members present at a meeting shall vote on any motion or resolution brought before the TBID BOARD, except when abstaining due to a conflict of interest.

J. Any Board member with a conflict of interest shall not vote on or participate in any discussion of an item or in any way attempt to influence the decision on such item.

K. Any failure to attend three (3) consecutive meetings or a total of six (6) regular meetings within any twelve-month period, that member shall automatically be considered for replacement.

ARTICLE 5

FUNCTIONS AND DUTIES

The functions and duties of the TBID BOARD shall include, but not be limited to, the following:

A. Planning a comprehensive program to promote tourism to the City of San Luis Obispo and prepare an annual marketing program consistent with industry goals and objectives.

B. Develop advertising and promotional programs and projects to benefit the lodging industry in San Luis Obispo.

C. Present an annual assessment report to the City Council regarding the implemented promotional programs and projects.

D. Perform any other lawful tasks as directed by the Council.

ARTICLE 6

AMENDMENTS

These bylaws may be amended by the Council, upon the recommendations of two-thirds of the members currently serving on the TBID BOARD, provided that the text of any such proposed amendment shall have first been provided in writing to each Board member.

**Promotional Coordinating Committee
Meeting Minutes
Wednesday, January 11, 2012
5:30 pm
City Hall - Council Hearing Room**

CALL TO ORDER: 5:30 pm Committee Chair Marco Rizzo

PRESENT: Fidler, Palazzo, LeMieux, Cox

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

CONSENT AGENDA

ACTION: Moved by Palazzo/LeMieux to approve the minutes from December 14, 2011 as presented.

Motion carried 5:0

PRESENTATIONS

1. CONTRACTOR REPORTS

Lindsey Miller, Marketing Director for the Chamber of Commerce, reported on the past quarter efforts including events promotion efforts for GIA recipients, the monthly events listing, PR efforts (LA Parent, Beer West, Smart Money, Frommer's) and Cal Poly's Homecoming event. She also reported on the contracts with the TBID which include the hotel boards and the MySLO concierge training.

Ashley Ackers, Vice-President for Verdin, gave the update on the brochure. It was distributed on December 29, 2011 and is now live on www.slocity.org/events. She also reported that the ad campaigns will begin in January driving people to the website and the Facebook page. The committee requested that she verify with Issuu that the click-throughs from the online brochure to the events can be tracked.

BUSINESS ITEMS

1. GIA – FINAL REVIEW AND PROCESS APPROVAL

After review of the application, the committee decided to eliminate B10 (e) which stipulated that the grant cannot be used for web and graphic design. The committee desires to keep this option open as it is an integral part of today's marketing and advertising efforts.

ACTION: **Moved by Cox/Fidler** to approve the application document and GIA timeline for 2012-13 with the elimination of B10 (e). **Motion carried 5:0**

2. BUDGET REVIEW AND GUIDANCE TO TASK FORCE

The committee elected Committee Chair M. Rizzo and commissioners M. Fidler and D. Cox to serve on the task force. The committee wanted the task force to critically review the merit of the current trolley funding. Additionally, continued funding for the directional wayfinding program should be considered. Discussion on the directional wayfinding project should be scheduled for the February meeting to discuss financial participation from the TBID.

COMMITTEE COMMUNICATION

Commissioner J. LeMieux reported that she is in frequent contact with the Writers' Conference regarding the expenditure of GIA funding and new ideas regarding collaboration between events.

Meeting adjourned at 6:27 pm