

**Tourism Business Improvement District Board
Minutes
Wednesday, June 10, 2009
2:00 pm
Council Hearing Room
City Hall, 990 Palm Street**

CALL TO ORDER: Chair John Conner

PRESENT: Billing, Mueller, Wallace, Koper

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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

Board member Mueller voiced his concern regarding the process for feedback to agency staff after their presentation. He felt that this step was missed last month and not sufficient time was spent on discussion and feedback.

BUSINESS ITEMS

1. LEVEL STUDIOS

Ryan Allshouse walked the board through the current status of the website design and the information architecture (IA). The IA is essentially a blueprint defining what components go where and what information will be placed on each individual page. He showcased the legend page and its sub-pages to illustrate the general layout. One important feature that will be present on all pages is the booking box. This will allow visitors to the site to book from any page within the website. Level Studios has concluded that Jack Rabbit will provide the best online booking services due to its dynamic search, availability check, and solutions for properties without a website. The cost will come out of the TBID budget and the agency negotiated wholesale terms without any hidden cost.

2. TBID STAFF SUPPORT

Board member Mueller presented the board with a task list he would like to hire staff for. The board subsequently discussed whether those tasks would warrant hiring a third party. No action was taken and the board will determine the possibility of contracting for specific tasks when the need arises.

Staff was asked to place an item for a PR contract on the next regular board meeting agenda.

The meeting adjourned at 3:35 p.m.