

**Tourism Business Improvement District Board  
Minutes  
Wednesday, May 20, 2009  
11:00 am  
Council Hearing Room  
City Hall, 990 Palm Street**

**CALL TO ORDER:** Chair John Conner

**PRESENT:** Billing, Mueller, Wallace

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

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**PUBLIC COMMENT**

There was no public comment.

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**CONSENT AGENDA**

**ACTION:**     Moved by Wallace/Mueller to approve consent agenda as presented.  
**Motion carried 4:0**

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**PRESENTATIONS**

**1. CAMBRIA BICYCLES OUTFITTERS – TIM WILKINSON**

Tim Wilkinson introduced Cambria Bicycles' rental program that they will be starting in May 2009. He would like to expand the program to allow lodging properties to run their own rental program with Cambria maintaining the fleet for a monthly retainer fee. John Conner will follow-up with the hoteliers to see how much interest there is for such a program.

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**BUSINESS ITEMS**

**1. LEVEL STUDIOS**

Level Studios' team presented a review of the materials for phase one of the TBID campaign. They presented their research findings, their branding approach, the marketing planning, the website status, and the roadmap including next steps. All board members were pleased with the agency's direction and the preliminary ideas presented. Level will now begin the design work and present the components for review at the June meeting.

## **2. EXPANSION OF THE BOARD OR POSSIBLE ALTERNATES**

Staff reported that the process for adding board members or electing alternates is the same and therefore recommended to increase the board to seven members.

ACTION: **Moved by Wallace/Billing** to recommend to Council to increase the number of members on the TBID board to seven. **Motion carried 4:0**

## **3. PROCEDURE & POLICY REGARDING PRESENTATION TO THE BOARD**

The board members discussed a possible frame work and policy for presentations to the board. They agreed that decisions will continue to be made on a case-by-case basis. However, presenters will be informed that the board will hear the presentation, but might make decisions regarding fund allocation at the next regular board meeting.

## **4. TBID STAFF SUPPORT**

After discussion, the board asked board member Mueller to provide a job description for further evaluation at the June meeting.

## **5. TBID MEETING TIME & DATE**

ACTION: **Moved by Wallace/Mueller** to keep the meeting on the second Wednesday of the month, but to change the start time to 2:00 P.M. **Motion carried 4:0**

Staff was directed to send out a notification to all hoteliers immediately.

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**The meeting adjourned at 1:00 p.m.**