

**Tourism Business Improvement District Board  
Minutes  
Wednesday, April 14, 2010  
2:00 pm  
City Council Chamber**

**CALL TO ORDER:** Chair John Conner

**PRESENT:** Billing, Norris, Koper, Brown, Wallace

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

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**PUBLIC COMMENT**

Jimmy Span, an intern at Puma Swim Club asked the committee to look into supporting youth sports programs by hosting local tournaments which in turn. This would increase occupancy in hotels and local sales tax revenue. He clarified that he is not specifically asking for funding, but rather for know-how from the committee.

Board Member Billing asked what specific teams and groups are being referenced. Mr. Span had no specific groups in mind even though his affiliation is with swim teams. The commissioners related to Mr. Span that the committee was supportive of local events and would always entertain support/funding requests especially when off-season. Mr. Span was invited to bring any such requests to the board's attention.

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**CONSENT AGENDA**

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

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**Addition to agenda:**

Board Chair Conner introduced an extra item regarding the cost assessment of the commissioned Sunset event bags. The commissioners agreed to hear the item as addition to Business Item One.

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**PRESENTATION**

## **1. CENTRAL COAST CANCER CHALLENGE**

Heather Hellmann presented the Central Coast Cancer Challenge Multi-sport event to raise awareness and funding for Cancer Research and the LiveStrong Foundation. The organizers plan to use the event to provide a support network to participants and the community alike. The scheduled event will span over a full weekend on September 18, 2010 at Laguna Lake Park. Heather went over the various sponsorship packages still available and the demographics that were targeted within the various sporting events. She referenced the San Jose LiveStrong Foundation event that is currently the closest such event to San Luis Obispo. In its third year, this event has grown to 6,000 participants. The San Luis Obispo event will be marketed locally as well as out-of-county. The organizers intend to use PR, advertising (currently limited budget) to target runners and cyclists. They will concentrate on online buys, social media, email marketing, and outreach to sport clubs and medical groups through direct mail. They are hoping for 40% outside participants and about 1,000 people for the inaugural event. Event tickets will range from \$35 to \$75. The event organizers are trying to keep a balance between keeping the entry fees reasonable to attract participants and get enough revenue to support the cause.

Commissioner Billing asked what funding goal the organizers were hoping to reach. The organizers are hoping to cover all production and event cost through sponsorships. The registration money will therefore go towards the events cause in its entirety.

## **2. WINE REGION NEWS – LYNN DIEHL**

Lynn Diehl presented her TV program to the committee. The show was launched in February 2009 and is also distributed online through social media channels. Mrs. Diehl is currently in negotiation to possibly syndicate the show on a national basis.

No proposal for funding or partnership was presented at this point. However, she asked the board to think of her program when developing the media plan.

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## **BUSINESS ITEMS**

### **1. LEVEL STUDIOS – BUDGET 2010-11 UPDATE**

Account Manager Ryan Allshouse introduced the updated budget for 2010-11 based on the board's input and direction given at the special meeting on March 31, 2010. Doug Klein went over the line item document and elaborated on the various components and proposed allocations.

Mr. Klein pointed out that the numbers presented in the media plan were preliminary media spends that have not been negotiated. Level Studios has very aggressive out-clauses (24 hours) in order to react immediately to findings and results to constantly enhance the media results. The newsroom feature for the website was eliminated in the current proposal and the itinerary builder scaled back to fit the proposed budget.

Mr. Allshouse then presented two design options for the Sunset bag for board consideration as the producers needed a decision by the end of April.

ACTION: Moved by Norris/Billing to approve 5,000 bags of each design with orange handles if possible without cost increase. Otherwise to use blue design with orange handles.

**Motion carried 6:0**

Board Chair Conner presented the proposed price for 15,000 bags which was quoted at \$34,500. The board decided not to change the number of bags. They felt the bags should be exclusively used for the Savor weekend and only surplus made available to the hotels.

## **2. FORMATION OF AD HOC COMMITTEE**

Board Chair Conner asked for the formation of an ad hoc committee in order to take a closer look at the various items currently proposed for funding in 2010-11. The City was looking at an overhead contribution of 4% from the TBID fund which was not considered in the preliminary budget established on March 31, 2010 (Special meeting).

ACTION: Moved by Billing/Wallace to support the creation of an ad hoc committee to look at the individual budget items and discuss each without presence of the contractors.

**Motion carried 6:0**

John Conner, Dave Brown, and Joel Koper will serve on the committee. Staff is to coordinate date and time.

## **3. PARTICIPATION IN EVENTS SUBCOMMITTEE**

The board decided to have its events subcommittee participate in a joint subcommittee with the PCC to develop an events promotion program and to establish guidelines as to which committee will hear the requests.

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## **TBID LIAISON REPORTS**

### **VCB Update**

The new County Visitors Guide is now available. It features various San Luis Obispo City content. The Today Show was filming along Highway One and the VCB was hoping to bring the crew to downtown San Luis Obispo. On the PR front, they have a "Green Tourism" press trip already scheduled.

### **Chamber of Commerce and CCTC**

CCTC is sending a representative to a European Tourism Sales conference to represent the Central Coast. CCTC also achieved PR exposure on the English equivalent to "Good Morning America" for the Central Coast.

Chamber of Commerce will have a booth at Cal Poly Open House and National Train Day in Los Angeles. The new tourism brochure commissioned through the PCC will be ready at next meeting. PR coverage appeared in San Jose News and several publications in the Bay Area.

**PCC Update**

Two new members joined the committee and the grants-in-aid cycle was about to start.

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**The meeting adjourned at 3:15 pm**