

**Tourism Business Improvement District Board
Minutes
Wednesday, June 8, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair Tim Billing

PRESENT: Koper, Pearce, Patel, Conner

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment to items not on the agenda.

CONSENT AGENDA

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

PRESENTATIONS

1. CAL POLY – MARKETING PROJECT PRESENTATIONS

Two groups presented their senior marketing projects concentrating on specific target audiences. One group targeted spa goers and spa related vacations. The second group concentrated on romantic getaways. Both presentations contained related research, creative and targeted campaign options. Level Studios is evaluating which elements to utilize in the upcoming 2011-12 marketing plan.

BUSINESS ITEMS

1. QUARTERLY CONTRACTOR REPORTS

On the Horizon – Public Relations

Jamie Relth, Account Manager for On the Horizon, presented the last 3-month efforts and highlighted the very successful “Happiest Place” packages that they made available to the hotels. She went over achieved placements and program highlights

2. EVENTS PROMOTION

Vice-Chair Conner introduced the event heard at the May events promotion joint-committee meeting. The vintage show "Remnants of the Past" is moving its event from Nipomo to San Luis Obispo in order to gain access to a larger space. The organizers requested \$25,000 in support of the semi-annual event (October & April) attracting 3,000+ people.

Public Comment: Mrs. Patel-Mueller commented that the provided information was insufficient to allow for such a substantial investment and that the board should consider distributing a questionnaire to all applicants that needs to be provided with any additional information to the events committee and the board for initial review.

The board directed staff to ask the organizers to present the event at the next board meeting, addressing the concerns raised. An overall budget, as well as a detailed listing of how the investment would be used, will have to be provided.

Staff mentioned that a questionnaire is being developed by the events subcommittee for final review in the June 2011 meeting. It should be available for the next regular board meeting.

3. BOARD RETREAT

The board continued the discussion regarding a possible retreat. The goal is to get feedback and participation from as many hoteliers as possible. The board members were asked to provide questions to staff in order to release an online survey. The board hopes to receive information as to the best format (time, date, and place), as well as topics of interest and investment opportunities.

4. CONTRACTUAL OBLIGATIONS

In the May regular board meeting, the board had approved its 2011-12 budget. The next step in the process will be City Council approval scheduled for July 5, 2011. After Council approval, the contractual obligations will have to be reviewed. The board looked at appointing its budget task force to do the final review in order to expedite the process.

Public Comment: Mrs. Patel-Mueller opposed the notion to allow the task force to do the review as it will keep the documents out of public review. She was wondering whether hoteliers would be allowed to participate in the task force meetings.

ACTION: Moved by Pearce/ Koper to allow the final review of the contractual obligation and language by the budget task force staffed by T. Billing, S. Norris, and J. Conner. **Motion carried 5:0**

5. POW WOW 2011 and TRADE SHOWS 2011-12

The board chair went over the leads captured during the 2011 International Pow Wow in San Francisco. The spreadsheet with all the information is ready for distribution. The document is divided into travel planners and group information and media contacts. The question posed to the board was how to proceed with distributing the data to the partner hotels.

The board discussed whether the media contacts should be released to the hotels or sent to the PR agency only in order to keep the PR message neutral and promote the area and all 37 hotels.

Public Comment: Mrs. Patel-Mueller commented that all the information including media contacts should be sent to the hotels as the hotels paid for the show cost and should receive the full benefits.

ACTION: **Moved by Conner/Pearce** to send the travel planners and group leads to the hotels and the media leads to the PR agency for follow-up.

Motion carried 5:0

The meeting adjourned at 4:05 pm