

**Tourism Business Improvement District Board
Minutes
Wednesday, June 9, 2010
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair John Conner

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

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

John Summer, the Executive Director of the SLO County Visitors and Conference Bureau thanked the board for its consideration to fund the VCB in full in 2010-11. He pointed out several benefits the City gains through its collaboration with the Bureau.

CONSENT AGENDA

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

Commissioner Norris abstained since she had not reviewed the items.

PRESENTATION

1. SUNSET - SAVOR THE SAVOR COAST

Steve Burns, Events Promotion Manager for Savor the Central Coast, reported on the events, how it came about, and the current status. He thanked San Luis Obispo for becoming the first supporters of the event that has now doubled cash support from the anticipated level. He gave a brief overview but reiterated that the main focus of his short presentation was to thank the committee. He mentioned that ticket sales are at \$70,000, but the actual campaign will start in three weeks. Sunset is already selling 2011 events sponsorships to its national advertising clients. Commissioner Wallace asked whether the local hotel staff would received information and instructions regarding programs and shuttle buses. Mr. Burns responded that there will be front-desk seminars and that Sunset has set aside promotional items to hand out to the occasional unhappy customer.

2. SAN LUIS OBISPO SYMPHONY

Patty Thayer, Marketing Director for the Symphony, introduced Brian Hermanson the new ED for the Symphony and presented a proposal for funding from the TBID. She mentioned how

much organizations like hers appreciate that TBID funding is made available for cultural events that bring visitors to San Luis Obispo.

Due to its 50th anniversary, the Symphony is embarking on a new season format with 50 events and a New Year's Eve concert at the Performing Art Center. The Symphony will promote the season and the new New Year's Eve celebration by including mailing lists from Festival Mozaic and the Film Festival in addition to its own list of 12,000 members. She asked the board to consider support of \$10,000 to promote the New Year's Eve concert out-of-county.

The board asked its events subcommittee to convene, review the proposal, and return with a recommendation at the July regular board meeting.

BUSINESS ITEMS

1. LEVEL STUDIOS

Ryan Allshouse, Accounts Manager, introduced two teams from a Cal Poly marketing class. As the Senior project, the class was asked to develop a campaign for "Sincerely California, The two winning teams presented their media plan and overall proposals. The board thanked the teams and applauded the efforts and creative ideas presented.

Mr. Allshouse then gave a brief update on the marketing efforts and the new monthly campaign efforts to win trips to San Luis Obispo. The newsletter will actively promote the stays to increase sign-ups. He also reported that they were able to include tickets from Festival Mozaic for the July promotion.

2. 2010-11 BUDGET

The budget task force presented its findings and the committee voted on each separate line item as follows:

Level Studios 2010-11 Marketing Services

ACTION: **Moved Wallace/Hutton** to approve the extension of the contract with Level Studios for two-years and approved \$750,000 for fiscal year 2010-11.

Motion carried 7:0

Public Relations

ACTION: **Moved Hutton/Norris** to approve \$45,000 and ask staff to prepare the RFP document.

Motion carried 7:0

Events Promotion

ACTION: **Moved Wallace/Koper** to approve \$110,000 for events promotion to be used as recommended by the Events Promotion subcommittee in fiscal year 2010-11

Motion carried 7:0

San Luis Obispo Visitors & Conference Bureau (VCB)

This item had been sent back to the contracts task force for further evaluation of the request made by the VCB. The task force met, but had not received the additional material requested from the VCB. It therefore recommends to only approve the membership portion of the request and postpone the decision regarding a general contribution until said material can be reviewed.

ACTION: **Moved Brown/Koper** to approve the membership fees for all San Luis Obispo hoteliers in the amount of \$29,000. **Motion carried 5:0**

Commissioner Billing and Wallace abstained due to their VCB board of directors involvement.

R&D – Star Report

ACTION: **Moved Norris/Hutton** to approve the commissioning of the STR report for 2010-11 in the amount of \$3,700. **Motion carried 7:0**

Trade Shows

ACTION: **Moved Koper/Wallace** to approve \$10,000 towards funding of possible tradeshow attendance in 2010-11 **Motion carried 7:0**

San Luis Obispo Chamber of Commerce

ACTION: **Moved Brown/Koper** to approve funding in the amount of \$27,600 for a Visitors Center hotel board and kiosk station. **Motion carried 7:0**

San Luis Obispo Chamber of Commerce

ACTION: **Moved Wallace/Hutton** to approve funding in the amount of \$25,800 for the development and execution of a concierge/ambassador program. **Motion carried 7:0**

City Funding

ACTION: **Moved Hutton/Brown** to approve the funding of 4% of TBID assessment revenue toward the City's administrative cost. **Motion carried 7:0**

3 SAVOR THE CENTRAL COAST EVENT FLYER

The board asked staff to send the flyer electronically to all TBID members.

TBID LIAISON REPORTS

1. HOTELIER UPDATES no reports were given

2. VCB UPDATE

The new visitors guide is now available. This year's attendance at PowWow was considered a great success.

3. SLO CHAMBER OF COMMERCE & CCTC

PR article featured in Wine Spectator and CEO Dave Garth featured in the BBC's "Postcard from across the pond". The new promotional brochure is finished and the Chamber is working on distribution. CCTC: Molly Morrison has been elected to the CCTC board of directors. The organization attended PowWow and had 26 appointments. San Luis Obispo County featured on May 16th in the Today Show and at some date in "In Good Morning England".

The meeting adjourned at 3:30 p.m.