

**Tourism Business Improvement District Board
Minutes
Wednesday, May 12, 2010
2:00 pm
City Council Chamber**

CALL TO ORDER: Chair John Conner

PRESENT: Norris, Koper, Wallace, Hutton

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Patty Thayer from the SLO Symphony congratulated the board to a successful first year and commented the board on its fabulous new website. She introduced the Symphony's upcoming season which marks its 50th anniversary. The Symphony plans on a New Year's concert that will promote overnight stays. They hope to approach the board for possible assistance at a later date.

CONSENT AGENDA

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

PRESENTATION

1. SLO COUNTY VISITORS AND CONFERENCE BUREAU (VCB)

Executive Director John Summer gave the presentation for the VCB. He briefly went over the importance of the Tourism Industry to the County and the features that make the VCB unique in the County. The Bureau's employees, Dave Kastner, Carrie Head, Brittany Garcia, and Molly Morrison presented the Bureau's individual programs and efforts over the past year. Mr. Summer went on to present the budget that will afford all of the Bureau's services and the 2010-11 funding request from the City. Based on a study by SMG to showcase ROI to the individual funding entities, the Bureau based funding on click-thrus from its website. Base on that metric, Mr. Summer requested \$122,327 for full funding including membership fees. Without paying for individual membership fees full funding comes to \$93,326.

BUSINESS ITEMS

1. 2010-11 BUDGET ALLOCATIONS

The chair introduced the budget as recommended by the budget task force and started the review line item by line item. However, given the much increased request from the VCB which the board was unaware of until the Bureau's presentation, Commissioner Hutton asked the committee to continue this item to June. He asked to direct the task force to re-evaluate where funding would come from as this might alter several considered and proposed line items.

ACTION: **Moved by Wallace/Hutton** to revisit entire budget after subcommittee has met again and re-evaluated funding for 2010-11. **Motion carried 5:0**

2. LEVEL STUDIOS

Account Manager Ryan Allshouse gave the board an update on the marketing efforts currently under way. He mentioned that the agency is working on new creative to start the new marketing campaign now that the current one is coming to an end with the last two inserts in Sunset Trip and California Drives. Holly Padove reported on the PR efforts that are currently concentrating on the GranFondo, culinary, and "over 50". Each month they tie-in with the monthly promotion online to drive coverage in daily publications. They are in touch with Houston Chronicle, About.com, Las Vegas Family, Los Angeles Family, Charlotte Observer, Orlando Sentinel, and Fresno Magazine. Santa Barbara and Ventura have also responded to Savor and the GrandFondo releases.

3. SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL

The board directed the events subcommittee to convene and return with recommendations.

TBID LIAISON REPORTS

VCB Update

Today Show that features Hwy 1 will air on May 16, 2010.

Chamber of Commerce and CCTC

Lindsey Miller distributed the new tourism brochure that was produced through the Promotional Coordinating Committee. It was used for the first time at National Train Day in Los Angeles. 100,000 were produced and available through the Chamber.

PCC Update

Board Chair Conner reported that the PCC is mainly working on Grants-in-Aid funding for 2010-11 that will conclude on May 26th and go to Council on June 15th.

The meeting adjourned at 3:50 pm