

**Tourism Business Improvement District Board
Special Meeting Minutes
Wednesday, April 28, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair Tim Billing

PRESENT: Koper, Hutton, Conner, Pearce

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

OATH OF OFFICE FOR NEWLY APPOINTED BOARD MEMBERS

Clint Pearce took the oath of office for his first term on the board.

BUSINESS ITEMS

1. CAL POLY ATHLETICS

During the April regular monthly meeting of the board, the Chair presented a sponsorship opportunity with Cal Poly Athletics. The board elected a task force staffed by commissioners J. Koper, C. Pearce, and Nipool Patel to discuss the details of the proposed sponsorship with Cal Poly Athletics and to return with a recommendation. On April 21, 2011 the task force members met with two representatives of Cal Poly to discuss the opportunity. Commissioner C. Pearce reported on the discussion and subsequent recommendation. The commissioner on the task force felt this sponsorship agreement presented a tremendous opportunity to partner with Cal Poly Athletics and to increase related business for San Luis Obispo lodging partners.

ACTION: Moved by Pearce/Koper to accept the Cal Poly Athletics sponsorship in the amount of \$25,000 and 525 complimentary room nights with changes and clarifications as discussed. **Motion carried 5:0**

The board decided that the issue regarding the use of an ocean front property for football recruits will be revisited once the contract with the property is ending. Staff is to make certain that the clarifications and changes will be reflected in the final agreement.

2. SUNSET – SAVOR THE CENTRAL COAST

Commissioner D. Hutton reported that the events task force had previously met with the Savor organizers and discussed a new Mission Plaza event on Saturday evening. Given that the cost

of this event was estimated at \$120,000, the committee looked at an alternative sit-down dinner with live music. However, in order to recommend the event for funding, the commissioners wanted to make sure that the number of attendees could be increased to 250 and that ticket sale to locals would be limited. The organizers came back with an attractive sponsorship package that offered a booth at the weekend market place at Santa Margarita Ranch and two shuttle bus routes from SLO to the main event.

ACTION: **Moved by Hutton/Koper** to accept the sponsorship package for \$40,000 as outlined and the stipulation that local tickets will be limited to 20% (50 tickets).

Motion carried 4:0

Staff is to look into the possibility to sell the tickets for Saturday evening in a combination with weekend tickets to the ranch. This would encourage people to stay through Monday in order to take full advantage of the purchased Sunday ticket.