

**Tourism Business Improvement District Board  
Minutes  
Wednesday, January 12, 2011  
2:00 pm  
Council Chamber – City Hall**

**CALL TO ORDER:** Chair John Conner

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

**STAFF PRESENT:** Michael Codron, Assistant City Manager  
Claire Clark, Economic Development Manager

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It was noted by Chairman Conner that this is the third consecutive absence by Dave Brown. He asked staff to look into the ramifications and proceed with the board member's replacement if necessary.

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**PUBLIC COMMENT**

There was no public comment.

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**CONSENT AGENDA**

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

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**PRESENTATION**

**1. STORMWATER REGULATIONS**

Freddy Otte, City Biologist, provided the Board with a presentation on the City's Stormwater Management program. Public education is a large part of the program, which was the purpose of the presentation to the TBID. The program requires that tourists be educated about the importance of maintaining water quality and the City's efforts in Stormwater Management. F. Otte provided the Board with a draft handout for its review and feedback. The final pamphlet will be produced before June, 2011.

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## **BUSINESS ITEMS**

### **1. QUARTERLY REPORT BY CONTRACTOR**

#### **Chamber of Commerce**

Lindsey Miller, Marketing Director for the Chamber of Commerce, provided the Board with an update on the MySLO training program, the Hotel Board, and the 24/7 kiosk. The kiosk is close to complete, everything has been ordered. They are waiting on the touch screen film to come in. Screen shots of the kiosk were presented to the Board. She also reviewed some items that will be presented to the PCC as an update to the PR Contract.

### **SAN LUIS OBISPO VISITORS AND CONFERENCE BUREAU**

Molly Cano, Director of Sales & Marketing, presented an update to the Board. She reported a 23% year over year increase in website activity for their website during the previous six months, July 1 through December 31, 2010.

M. Cano also discussed public relations activities, the website, group sales activities, social media activity, membership highlights, film commission activity, including the Kashi commercial which features portions of the City to Sea running event. Upcoming projects include the 4<sup>th</sup> annual restaurant month, 2011 visitors guide, SLO County travel mobile app, and the SLO County Vision Workshop.

### **2. COUNTYWIDE CO-OP AD**

M. Cano introduced the county-wide branding opportunity. She described it as a team effort and recommended that the Board appoint representatives for a sub-committee to continue to collaborate on the project.

John Sorgenfrei and Mark Elterman presented creative concept and branding ideas. US Airways' April issue spread will be the first media buy. They will be visiting co-op partners with photographers and editors. They will use the themes of the natural escape, the VCB brand, and add dimension visually with photos of the County. It may not include actual photos, but great photography will surface and can be utilized. The landing page at <http://tjaadvertising.com/slocovcb> was displayed for the Board.

Chairman Conner mentioned that in order to move forward with partnering on the Co-Op, a decision would need to be made today regarding \$28,000 cost and participating along with Paso, Morro Bay, Pismo and County TBID. Billing is concerned about the future of the partnership with the VCB, and how that would impact the relationship with the co-op. T. Billing suggested that the money could be put to projects specific to the City. J. Wallace sees it as an opportunity to collaborate as a county and have control over creative and a link to the TBID's website. S. Norris thinks it is a good idea, but agrees with Billing. Koper agrees with the concept but was concerned about the future. J. Conner suggested that the board should give it a try to see whether it can be successful.

**ACTION:**     **Moved by Wallace/Koper** to fund the Co-Op program for \$28,000.

**Motion carried 4:1**

### **3. ANNUAL RETREAT 2011**

There was discussion about the time, formality and format of the retreat. Chairman Conner led the discussion regarding the items on last year's agenda. The Board decided to have the meeting at Embassy Suites on January 27, 2011, from 4:00-6:00 p.m.

### **4. TRADE SHOWS 2011**

The Board would like to have its own booth at Pow Wow with four members attending.

ACTION: Moved by Billing/Wallace to register and attend POW WOW in 2011 with four members.

**Motion carried 5:0**

### **5. EVENTS PROMOTION**

Chairman Conner discussed the SLO Marathon and reported that the PCC has approved \$15,000 in funding, leaving \$35,000 for the TBID. The SLO Marathon will benefit the Special Olympics, Team in Training. Sponsorships will also be sold. The City will be the title sponsor.

ACTION: Moved by Wallace/Billing to support the inaugural SLO Marathon with \$35,000, secure the title sponsorship, and become the exclusive lodging for the event.

**Motion carried 5:0**

### **6. VCB TOURISM VISION WORKSHOP**

There will be a quorum of members attending, so the item will be agendaized.

### **7. MARKETING MATERIALS**

During the quarterly visits to the San Luis Obispo lodging partners, the need for a branded brochure stand and vinyl clings for the hotel windows were brought up.

The board asked its agency to look into the two marketing items and return with a cost estimate at the February meeting.

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