

**Tourism Business Improvement District Board  
Special Meeting Minutes  
Thursday, March 31, 2011  
2:00 pm  
Council Hearing Room**

**CALL TO ORDER:** Chair Tim Billing

**PRESENT:** Koper, Hutton, Norris, Conner

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

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**PUBLIC COMMENT**

The board chair asked for public comment to be kept at 2 minutes. Mike Manchak, Economic Vitality Corporation San Luis Obispo County, Adam Hill, County Supervisor, and John King, King Ventures, all spoke in support of the Visitors and Conference Bureau (VCB) and asked the board to give full level of funding as requested. Mike Hanchett, the VCB's treasurer offered to answer any questions the board might have. Noreen Martin, VCB Board president, reiterated the current funding model and request and mentioned the increases presented to and approved by the other jurisdictions in the County. She thanked the board for its willingness to schedule a special meeting to determine 2011-12 funding as she cannot enter into the current contractual obligations with Sunset without the certainty of available funding.

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**BUSINESS ITEM**

**1. SAN LUIS OBISPO VISITORS AND CONFERENCE BUREAU**

Board Chair T. Billing mentioned the initial recommendation from the budget task force. However, due to the importance of the Sunset "Savor the Central Coast" event, the requested funding was reconsidered and recommended to the board. However, the board wanted it understood that any potential loss of Savor cannot be funded by the VCB's general fund. Additionally, the board will introduce a precisely outlined performance clause for integration into the contract and its workscope to guarantee the marketing plan's execution in the City's interest. Dean Hutton and John Conner volunteered to serve on a task force to draft the workscope requirements.

**ACTION:** Moved by Conner/Hutton to fund \$90,000 in general funding and \$29,000 to pay for the City of San Luis Obispo lodging memberships.

**Motion carried 5:0**

**The meeting adjourned at 2:25 pm**