

**Tourism Business Improvement District Board
Minutes
Wednesday, October 5, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair Tim Billing

PRESENT: Pearce, Hutton, Conner, Koper

STAFF PRESENT: Michael Codron, Assistant City Manager
April Richardson, Administration Executive Assistant

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by Conner/Koper to approve the consent agenda as presented.

Motion carried 5:0

BUSINESS ITEMS

1. CENTRAL COAST VISITORS GUIDE AD

The Board Members discussed whether the “Henderson” ad was the right creative to run given the ad’s family orientation. They also discussed the inability to track the ROI of the ad. Ryan Allshouse, Account Manager with Level Studios, mentioned the Board might want to receive more feedback throughout the year as to how the guides are distributed and demographics of those requesting the guides. Striker Media agreed to provide updates on distribution as often as the Board requests.

ACTION: Moved by Pearce/Koper to place the same ad as the previous year in the Central Coast Visitors Guide.

Motion carried 5:0

2. QUARTERLY CONTRACTOR REPORTS

Chamber of Commerce representative Lindsey Miller updated the Board on the 24/7 kiosk. While the Chamber is unable to track the number of users, they are tracking the average time spent at the kiosk and the page views. For July, August, and September, the kiosk generated 2,015 views for San Luis Obispo hotels.

There were 14 attendees trained at the Hospitality program this quarter. The next session is scheduled for December 9th. L. Miller stated that the Chamber is ready to move ahead with the training in hotels. Board Chair Billing commented that he would like to see that program begin as soon as possible.

3. EVENTS TASK FORCE

The Board elected Commissioners Hutton, Koper and Conner to the Special Events task force. Commissioner Pearce will act as an alternate. Staff cautioned the Board that with an alternate, it will need to be careful not to share information amongst the four task force members, as this would present a Brown Act violation. The Board members agreed to make sure that the task force meetings are focused on specific topics and that only those available to attend will be involved in each particular meeting and discussion.

ACTION: **Moved by Pearce/Conner** to elect Commissioners Hutton, Koper, Conner and alternate Pearce, to the Special Events Subcommittee.

Motion carried 5:0

4. EVENTS PROMOTION

Events joint-subcommittee chair D. Hutton reported that no update regarding the SLO Jazz Festival was received. He also reported that the next Events subcommittee will meet without the PCC members to discuss a new program better tied to ROI for events that the TBID sponsors. Commissioner Conner suggested that the committee incorporate specificity into the agreements and use something similar to the Final Report guidelines from the Promotional Coordinating Committee's Grants in Aid program. Commissioner Pearce questioned whether this can be a component of the contract with Level Studios. Ryan Allshouse will attend the next meeting to contribute ideas to the process. The next meeting will begin 45 minutes earlier, at 2:15 on October 31, 2011.

5. SURVEY MONKEY

There are no changes to the questionnaire. The Board would like it sent out as soon as possible.

ACTION: **Moved by Conner/Hutton** to approve the questionnaire as presented to the Board.

Motion carried 5:0

6. TRADE SHOWS

The Board discussed the merits of attending the five proposed trade and travel shows. They immediately agreed that the cost and distance for the RCMA Expo was prohibitive. They also agreed that they want to have a presence at International Pow Wow. There was discussion on the merits of the other proposed shows. In addition to Pow Wow, the Board determined that attendance at the LA Travel & Adventure Show and the San Francisco Travel & Adventure Show would benefit the lodging partners the most.

ACTION: **Moved by Koper/Pearce** to attend the LA Travel & Adventure Show, The San Francisco Travel & Adventure Show, and International Pow Wow.

Motion carried 5:0

7. BROCHURE STAND

The Board viewed the prototype of the brochure stand and was very impressed by its look and quality. R. Allshouse reported that the large stand costs \$680.00. The Board discussed the addition of a smaller stand that can be placed on a tabletop or be mounted on a wall. R. Allshouse will contact the manufacturer and return with drawings of a more compact version. The Board agreed to offer the two options to all hotels and that the TBID will cover 80% of the cost for those hotels that elect to purchase either model.

ACTION: Moved by Koper/Conner to have another design option created and offer both models to the hotels at 20% of the production costs.

Motion carried 5:0

BOARD COMMUNICATION

1. HOTELIER UPDATE

Commissioner Conner reported on suggestion from a lodging partner to provide SLO hotel shuttle service to Cal Poly graduation in June. The Board would like this item agendaized for the November meeting.

The Board would also like to see the TOT numbers that staff has gathered for the Westside corridor. They would like to see if a partnership with the SLO Trolley makes sense for the west side of San Luis Obispo. The Board would also like to agendaize the possibility of expanded use of the SLO Trolley for the November meeting.

Adjourned at 3:34 p.m.