



current collaboration efforts underway to give financial assistance to cover the matching amount needed to apply for a Federal Department of Transportation grant.

The committee asked the two representatives to come back in May or June with a more concrete request the committee could entertain.

## **2. CONTRACTOR UPDATE – RESEARCH & HOTELIER INTERVIEWS**

Ryan Allshouse from Level Studios reported on the agency's current efforts. They are currently in the discovery phase conducting market, target audience, and brand research. They conducted interviews with the board members and other selected hoteliers and are about to launch the survey for all the hoteliers in SLO to partake. The board liaisons will inform their respective hotels to let them know that the survey is forthcoming. Level Studios will keep the board members informed as to survey replies and ask for assistance when needed.

On May 13, 2009, Level Studios will present the findings, the proposed marketing plan, and the first phase of the proposed website. In that meeting they will also ask for additional meetings to be schedule if the need arises.

## **3. TBID MEETING TIME AND DATE**

This item was continued to the May meeting, given that only three members of the committee were present.

## **4. COMMUNICATION WITH LODGING INDUSTRY**

The board decided to continue the communication through the assigned liaisons. This item will be revisited, should specific issues arise and dictate a different approach.

Staff reported that Festival Mozaic encountered difficulty in receiving the individual hotel information to post on its website. The festival staff will continue their efforts and in the meantime post all hotels linking the typed name to the website where no logo is available. Where ever they do not have an active URL they will post the property's name and phone number.

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**The meeting adjourned at 12:45 p.m.**