

**Tourism Business Improvement District Board
Special Meeting Minutes
Wednesday, February 18, 2009
11:00 am – Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair John Conner

PRESENT: Billing, Mueller, Koper, Wallace

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Mary Verdin let the board know that she is available to answer any questions regarding Verdin Marketing's proposal and presentation.

BUSINESS ITEM

1. REVIEW AND DISCUSS MARKETING SERVICES PRESENTATIONS AND DETERMINE RECOMMENDED CONTRACTOR

The board had called this special meeting to discuss the three finalist presentations and determine the recommended contractor. The committee had established a rating sheet for the discussion and each committee member commented on each presentation. Two hotel representatives from Apple Farm and the Madonna Inn, who were also present on February 11, 2009 during the presentations, were invited to give their individual feedback. After discussion and deliberation, the board felt that Level Studios would best provide the services the board is seeking and is best positioned to take "San Luis Obispo Tourism to the next level".

ACTION: Moved by Mueller/Billing to recommend Level Studios as the TBID's agency for marketing services. **Motion carried 5:0**

The meeting adjourned at 11:45 am.