

BUSINESS ITEMS

1. CREATION OF A MARKETING SUBCOMMITTEE

The board decided to hold off on the formation of a subcommittee and will decide when a definite need arises.

2. SMITH TRAVEL REPORT EXPANSION

The board decided to commission the multi-segment report that can feature up to 12 segments for \$2,800 annually.

The segments to be included are:

Napa, Sonoma, Santa Cruz, San Diego, Santa Barbara, Monterey, Placer/NV, San Mateo, and San Luis Obispo.

ACTION: **Moved by Koperr/Billing** to contract with STR for the said report for one year
Motion carried 4:0

3. PUBLIC RELATIONS

This item was continued indefinitely. The board wants to evaluate the marketing proposals first before acting on Public Relations.

4. FESTIVAL MOZAIC

Curtis Pendelton from Festival Mozaic presented a partnership proposal to the board. She proposed to partner with the SLO Hoteliers for exclusivity and a packaging program during the festival. The Festival is currently growing mostly outside of SLO and has attracted several Elder Hostel groups last season. They would like to continue their efforts in attracting larger groups and need to secure the hotel space as well as the financial tools to reach out to various markets and groups.

Mrs. Pendelton proposed a \$10,000 package which would include festival packages, lodging site on Mozaic's website, and marketing material with SLO hoteliers included.

ACTION: **Moved by Billing/Koper** to finance the proposed package at \$10,000
Motion carried 4:0

The meeting adjourned at 12:10 p.m. to February 11, 2009 meeting.