

**Tourism Business Improvement District Board
Special Meeting Minutes
Thursday, June 25, 2009
2:00 pm – Level Studios
3450 Broad Street**

CALL TO ORDER: Chair John Conner

PRESENT: Billing, Wallace

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

BUSINESS ITEM

1. REVIEW OF NEW BRAND (LOGO & TAGLINE)

The purpose for the special meeting was to select taglines, so the development of the logo and website creative can begin. The Level team walked the board members through the process of arriving at the various options they presented. They also provided taglines from 75 other cities as a comparison. The board members were then asked to select their three favorite taglines without spending too much time choosing. The goal was to pick the ones that grabbed the attention within the first few seconds. This exercise was followed by a brainstorming session to discuss not only the selected taglines, but to possibly create some additional options. All taglines were tested to make certain that they fit with the three objectives, working well with the legends theme, the hub idea, and differentiating San Luis Obispo. The following two taglines were selected:

“Fall in love again” and “Sincerely, California”

As a next step, the Level team will design logo options and the creative to be presented at a future meeting.

The board and the Level team then discussed the new time line which shows the website launch on July 31, 2009.

The meeting adjourned at 3:35 pm.