

**Tourism Business Improvement District Board
Minutes
Wednesday, March 11, 2009
11:00 am
Level Studios
3450 Broad Street, Suite 107**

CALL TO ORDER: Chair John Conner

PRESENT: Billing, Mueller, Koper

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by Billing/Koper to approve consent agenda as presented.
Motion carried 4:0

PRESENTATIONS

Level Studios presented an overview to the board addressing:

- review of core business objective
- overview of project scope
- review of strategy phase approach and deliverables
- review of website phase approach and deliverables
- LEVEL project tools

The agency stressed that website content should be addressed early in the process, so it will be ready when needed. The board asked to place an item on the April agenda to discuss how to best obtain this information.

BUSINESS ITEMS

1. MEETING DATES AND TIME FOR UPCOMING MONTHS

At this point Level Studios does not foresee the need for additional meetings. The meeting schedule will continue as defined with the regular monthly board meeting and possible special meetings will be publicly posted as soon as possible.

2. FORMATION OF A MARKETING SUBCOMMITTEE

The board decided to wait with the formation of a subcommittee until the collaboration with the contractor requires review and recommendations from a subcommittee.

3. REVIEW OF ADEQUACY OF THE CONTROLS AND EVALUATIONS OF THE CONTRACTS

Staff distributed Appendix A of the contract with Level Studios which spells out the agreed upon reporting requirements. The board felt that no changes are warranted at this point and should be addressed as the working relationship with Level Studios develops.

The meeting adjourned at 12:45 p.m.