

**Tourism Business Improvement District Board
Special Meeting Minutes
Thursday, July 21, 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. LEVEL STUDIOS – WEBSITE LAUNCH

The agency presented the board with the “leaf” logo and two, based on feedback, redesigned Mission logos. They then presented the selected website design with various sub-pages which were very well received.

ACTION: Moved by Billing/Wallace to move forward with the “leaf” logo and “Sincerely, California”, but to also test “fall in love again” for user acceptance.

Motion carried 3:0

The meeting adjourned at 2:50 pm.