

**Tourism Business Improvement District Board  
Minutes  
Wednesday, July 8, 2009  
2:00 pm  
Community Room  
City/County Library, 995 Palm Street**

**CALL TO ORDER:** Chair John Conner

**PRESENT:** Billing, Wallace, Koper

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

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**PUBLIC COMMENT**

There was no public comment.

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**CONSENT AGENDA**

**ACTION:**     **Moved Koper/Wallace** to approve the consent agenda as presented.  
**Motion carried 4:0**

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**PRESENTATION**

**1. SLO COUNTY AIRPORT – PHIL D’ACRI**

As requested by the board in April, Phil presented the current status of the airport’s application for grant funding to the Department of Transportation and the community effort underway to secure matching funds. These funds are to come from three different sources: revenue assistance, fee waivers, and marketing investments. To that end, airport staff is asking the TBID board for a contribution of \$25,000 for marketing. The funding will be contingent upon new air service coming to San Luis Obispo. If the new service cannot be secured, the funding will not be made available.

The board decided to conclude the discussion in August in order to further evaluate the benefit of the proposal for its constituency.

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## **BUSINESS ITEMS**

### **1. LEVEL STUDIOS**

Ryan Allshouse and Jason Gurley presented several logo options and two website designs to the board. After in-depth discussion and evaluation, the board directed the agency to pursue the “leaf” logo and the second website version presented.

Ryan then went over the remaining budget for the 2009-10 fiscal year. A breakdown of billings, budget available, and cost allocation was presented.

ACTION: **Moved Billing/Koper** to approve the agency budget for 2009-10 as presented.

**Motion carried 4:0**

### **2. PR CONTRACT – REQUEST FOR PROPOSAL**

The board decided to continue this item in August. The board members were asked to send staff suggestions regarding the workscope and expected outcome. Staff will send a reminder to that effect.

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**The meeting adjourned at 3:40 p.m.**