

**Tourism Business Improvement District Board
Minutes
Wednesday, September 9, 2009
2:00 pm
City Council Chamber**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Koper, Billing, Hutton, Norris, Mueller

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

Sue Chippendale, Deputy City Clerk administered the Oath of Office for two new board members, Dean Hutton and Susan Norris.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: **Moved Wallace/Hutton** to approve the consent agenda as presented.
Motion carried 6:0

PRESENTATIONS

1. Central Coast Railroad Festival

Curtis Reinhardt gave a brief overview on the upcoming Central Coast Railroad Festival which will be held in San Luis Obispo County from October 8 through 12, 2009. The main festivities will be around the newly restored freight warehouse in San Luis Obispo on October 10th. The date of the event was established through input from hoteliers in order to prolong the summer occupancy season. Curtis elaborated on the promotion they have commissioned in order to drive out-of-town traffic to the Festival. The Festival's goal is to become an annual event that attracts tourists and train enthusiasts from all over California.

The committee members encouraged Curtis to have a survey ready for visitors. This will allow the Festival to better understand where people are coming from and where they are staying. This will help gauge the viability of the event for hoteliers.

2. Central Coast Tourism Council (CCTC)

The CCTC represents tourism and hospitality professionals whose marketing efforts promote the entire Central Coast as a destination in order to maximize tourism revenues. It is also the

official link to the California Office of Tourism. Susan Brazile, a CCTC board member, introduced the organization and Matthey Gibbons from Striker Media Group went over the various promotional efforts the Council is undertaking. He stressed the importance of reaching out to international travelers which CCTC is positioned to do through its partnership with California Travel and Tourism Commission.

Staff was asked to place on the agenda a discussion about potential TBID participation in CCTC. Striker Media is to send a proposal for review before the meeting.

1. ELECTION OF CHAIR AND VICE-CHAIR

ACTION: **Moved Wallace/Hutton** to keep John Conner as Chair and Tim Billing as Vice-Chair until April 2010 or as defined during the retreat and review of the board's bylaws.

Motion carried 7:0

2. NOVEMBER MEETING DATE

Due to the conflict of the regular monthly meeting date with Veterans Day, the board had to define a new meeting date or cancel the meeting.

ACTION: **Moved Wallace/Koper** to hold the November regular board meeting on November 4, 2009.

Motion carried 7:0

3. LEVEL STUDIOS

Doug Klein provided a report on website activities, the media efforts underway, and elaborated on the site enhancement list.

He also introduced Holly Padove from "On the Horizon", a local PR firm with which Level Studios partnered for the TBID's PR needs.

4. FUNDING REQUESTS

The board decided to continue this item to the retreat in order to have sufficient time to discuss and define a process for funding requests.

The meeting adjourned at 3.25 pm.