

**Tourism Business Improvement District Board  
Minutes  
Wednesday, July 14, 2010  
2:00 pm  
Council Chamber – City Hall**

**CALL TO ORDER:** Chair John Conner

**PRESENT:** Wallace, Koper, Brown, Norris, Hutton

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

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**PRESENTATION**

**1. ONLINE MARKETING 101 – DOUG KLEIN**

Doug Klein presented a brief seminar on online marketing providing key terminology, current trends, and how they apply to the TBID's current online marketing efforts.

**2. SAN LUIS OBISPO TRANSIT**

The TBID board had asked for a presentation by the City's Transit department regarding the scheduled loss of trolley service in the City. Tim Bochum, Deputy Director of Public Works, gave the presentation regarding the trolley service and the cost to keep it running. The committee asked to receive more detailed information regarding ridership on the trolley from Friday through Saturday and asked its Events Promotion committee to convene for review. The subcommittee was asked to return with a recommendation regarding the financing of existing trolley service and a possible expansion to the hotels in the Madonna/LOVR corridor at the August meeting.

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**BUSINESS ITEMS**

**1. LEVEL STUDIOS**

Ryan Allshouse, Accounts Manager with Level Studios, presented the updates to the website, the newsletter release, the new monthly promotion, and the media efforts through July. New

creative is being developed together with the new media strategy that will be addressed quarterly instead of an annual master plan. Ryan informed the board that the agency's aggressive negotiations and the fact that they do not take media commission saved the board \$73,000 on the current budget. He suggested using the carry-over to build the itinerary feature as originally planned and use the remainder for a professional booth for the Savor event and some branded gadgets to hand out at various events.

## **2. SLO VISITORS & CONFERENCE BUREAU – FUNDING RECOMMENDATION**

The budget task force presented its findings and recommended that funding be postponed until a different funding model is presented.

ACTION: **Moved Brown/Hutton** to defer funding until the board receives a funding model it can accept. A new proposal has to be presented no later than August 31, 2010 or funding will no longer be considered. **Motion carried 6:0**

## **3. SLO CHAMBER OF COMMERCE**

Lindsey Miller, Director of Marketing for the Chamber of Commerce, presented the work program for the Hotel board and kiosk to be installed at the Visitors Center. She mentioned that she will attend a Disney Institute Customer Service course as well as the Santa Monica "I am Santa Monica" program to gain information for the San Luis Obispo concierge program. In August, she plans to present a name for the concierge program since "I am SLO" might not be the most advantageous option.

## **4. REQUEST FOR PROPOSAL – PR WORKSCOPE**

Staff presented the outlined work scope for the pending RFP document and reported that the ad agency had reviewed and provided comments.

ACTION: **Moved Wallace/Koper** to approve the description of work and time line for the Public Relations request for proposal as presented. **Motion carried 6:0**

## **5. EVENTS PROMOTION**

Dean Hutton, Events Promotion Task Force Chair, reported on the three events that the task force had reviewed over the past month. The task force had asked the ad agency to provide two marketing programs for events promotion that the task force could use to determine funding. The two programs could be assigned as is or various components could be considered based on the event/program request. The committee voted on the recommendations as follows:

ACTION: **Moved Norris/Wallace** to approve \$2,000 for the Symphony in appreciation of its efforts; \$35,000 to execute promotional program option B on behalf of the International Film Festival; and to postpone a decision on the SLO Marathon until the task force presents a final recommendation. **Motion carried 6:0**

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## **TBID LIAISON REPORTS**

1. HOTELIER UPDATES                      no reports were given

## 2. VCB UPDATE

Jamie Wallace reported that the VCB has a new board with Noreen Martin as board president. Efforts for Sunset's Savor the Central Coast continue with great exposure for the region and very strong ticket sales. On the PR front, exposure in the London Sunday Times is in the works, as well as a show on motorcycle tours on RAI, Italy's national TV channel. The Madonna Inn is to feature on Wheel of Fortune.

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## **BOARD COMMUNICATIONS**

Staff reported the findings on possible signage along the Hwy 101 corridor. Given that Cal Trans does not allow the signage, there is a possibility of finding private property along the corridor to place it, or to use political pressure to establish a program for the entire County. This could be a great opportunity for the TBID alliance to take on.

**The meeting adjourned at 4:15 p.m.**