

**Tourism Business Improvement District Board
Minutes
Wednesday, March 9, 2011
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Koper, Hutton, Norris, Billing

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Denise Leader Stoeber from Cal Poly Arts informed the commissioners about an art project scheduled this summer that could be of interest to the board. It will showcase a series of concerts, workshops, and rare and historic instruments. The festival will feature world renowned artists in a three-day event. The current marketing budget is \$22,000.

CONSENT AGENDA

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

BUSINESS ITEMS

1. SLO VISITORS AND CONFERENCE BUREAU (VCB)

Molly Morrison, Marketing Director with the VCB, presented the new marketing plan for the 2011-12 countywide efforts. The plan concentrates its efforts on areas of interest to the various BIDs in the County. The plan is therefore heavily geared towards County branding to reach audiences statewide, nationally, and globally.

The plan also addresses the issue of a sustainable funding model for the VCB. The current request from San Luis Obispo is \$90,000 which is 0.2% of 2009-10 gross room receipts in San Luis Obispo.

The board asked its budget task force to review the request and report back with a recommendation. The scheduled task force meeting will be moved up one week and a special meeting of the board will be scheduled once a recommendation is available. Staff is to coordinate dates for both meetings considering the urgency the VCB relayed.

2. QUARTERLY CONTRACTOR REPORTS

On The Horizon – PR Agency

Jamie Relth with On The Horizon gave an overview of last quarter's PR efforts. Press releases have concentrated on the "happiest place" theme. A related article in USA Today will appear on March 25, 2011. The agency helped the SLO International Film Festival with local media coverage. Westways showcased the Film Festival and showed interest in the historical podcasts for future editorial. E-blasts are going out to media with travel sections regarding hotel packages. They also assisted the Quality Suites with PR outreach for the award the property won.

3. EVENTS PROMOTION

Task Force Chair Dean Hutton reported on the four presentations received at the meeting of March 7, 2011. All board members had already received copies of the presentations for review. None of the events requested funding, but will return at a later date with a concrete request, business plan, and deliverables. However, the board felt that Cal Poly Open House should be considered even though the presenters did request funding for 2012.

ACTION: **Moved by Wallace/Koper** to support the 2011 Cal Poly Open House marketing efforts in the amount of \$2,500.

Motion carried 6:0

4. ELECTION OF CHAIR AND VICE-CHAIR

ACTION: **Moved by Wallace / Hutton** to appoint Tim Billing as chair and John Conner as vice-chair for 2011-12.

Motion carried 6:0

The board discussed the possibility to amend the bylaws, so that the immediate past-chair will automatically become the next vice-chair. This would give support to the incoming chair and guarantee continuity and stability for the board proceedings during the absence of the chair.

ACTION: **Moved by Hutton/Koper** to amend the bylaws to stipulate that the immediate past-chair becomes the vice-chair.

Motion carried 6:0

5. MARKETING OPPORTUNITY AT AIRPORT

Staff is to ask whether county airport staff could make sure the rack is always filled at the end of the day.

TBID LIAISON REPORTS

1. VCB UPDATE – J. Wallace reported that the VCB is organizing a packaging party on March 10, 2010 from 3 to 5 pm.

2. PCC UPDATE - J. Conner reported that the Economic Development website is scheduled to launch in June.

The meeting adjourned at 3:30 pm