

**Tourism Business Improvement District Board
Minutes
Wednesday, September 8, 2010
2:00 pm
Council Chamber – City Hall**

CALL TO ORDER: Chair John Conner

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

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: **Moved Hutton/Wallace** to approve the consent agenda as presented.
Motion carried 7:0

Special Item

The Board agreed to hear the item on the Straight Down Tournament due to the short time frame to participate in the promotional opportunity.

BUSINESS ITEMS

1. MONTHLY REPORTS BY CONTRACTORS

Chamber of Commerce

Lindsey Miller, Marketing Director for the Chamber of Commerce, reported that the commissioned hotel board is now up and running. The MySLO concierge program is also ready and visits to the lodging properties are planned to promote the program. The commissioners will be contacted regarding dates for their introductory training course. Work on the 24/7 kiosk is moving along nicely and the terminal should be installed in October.

Level Studios

Ryan Allshouse, Account Manager with Level Studios, presented the new and upcoming projects the agency is working on. He reported that the website now sees about 300 unique visits per day and 100 sign ups for the newsletter per week. 23% of visitors are going to the “find a hotel” page. A new web page outlining wine events for September Wine Month has been

added. He introduced the show booth for Savor the Central Coast and the photo booth that will be used during the main event Saturday and Sunday. When presented with the gadget ideas, Board Chair Conner asked that cooking related options be considered as wine products will probably be plentiful.

On the Horizon Communications

Holly Padove gave a quick recap of last month's efforts and the planned projects moving forward. She mentioned that last year's efforts set the foundation that can now be built on. She mentioned that all clips will be posted on a free online service where commissioners can access them any time. The material is interactive and can be linked to other websites. Upcoming press releases will concentrate on the art scene and coincide with ARTS Obispo's Open Studios Tour. The agency asked that commissioners forward any ideas or topics of interests for PR releases.

2. 2011-13 GOAL SETTING

The board members had received the 2009-11 Council goals established by the board in 2008. One item (mentioned below) was discussed and will be forwarded for the 2011-13 goal setting process. The board will continue this item in October to add additional goals for Council to consider.

Make Downtown Events easier and more cost effective for new groups and as a City embrace and facilitate events as much as possibilities.

Possibly elect another advisory body between PCC/TBID/Parks&Rec to facilitate quarterly meetings with applicants to help them sort through the mandatory permitting process.

3. ANNUAL TBID REPORT

The board had received the draft annual report for review, comment, and modifications. Staff was asked to correct dates in the financial statement section.

ACTION: **Moved Wallace/Billing** to approve the annual report and forward to Council for consideration on September 21, 2010. **Motion carried 7:0**

4. CENTRAL COAST TOURISM COUNCIL (CCTC)

Matthew Gibbons from Striker Media went over the membership benefits offered through CCTC and presented the Visitors Guide (50,000 copies) and new map format (150,000 copies). He congratulated the board's marketing agency on the fantastic ad creative that was used on the back cover of the guide last year. They were hoping that the board approve another ad in the guide and guaranteed the same back cover placement.

ACTION: **Moved Brown/Koper** to renew the annual membership for \$560 and commission the back cover ad in the Visitors' Guide for \$7,250. **Motion carried 7:0**

The board asked the agency to coordinate the ad creative directly with Striker Media.

5. STRAIGHT DOWN GOLF TOURNAMENT

Staff introduced the topic and the action asked from the board at this point. Given that the tournament will take place in November, promotional efforts have to start prior to the October board meeting. The commissioners discussed the potential to grow this tournament and to build a lasting partnership with the organizers.

ACTION: **Moved Billing/Wallace** to give promotional support to the Straight Down Golf Tournament up to \$30,000. The actual amount and promotional plan will be based on events task force's recommendation. **Motion carried 7:0**

TBID LIAISON REPORTS

1. HOTELIER UPDATES

Board Chair Conner informed the commissioners that all properties had been visited and that quarterly visits are planned to keep the constituency abreast of the TBID's efforts and available marketing material.

2. VCB UPDATE

Commissioner Wallace mentioned that the VCB is all about the upcoming Savor event, in addition to efforts for Wine Month. The organization's marketing plan has been finalized.

3. SLO CHAMBER OF COMMERCE AND CCTC – covered under agenda items.

4. PCC UPDATE – Board Chair and PCC liaison Conner mentioned that the PCC released an RFP for in-county events promotion and that the committee will also establish its goals for Council.

The meeting adjourned at 3:45 pm.