

**Tourism Business Improvement District Board
Minutes
Wednesday, August 12, 2009
2:00 pm
Community Room
City Council Chamber**

CALL TO ORDER: Chair John Conner

PRESENT: Wallace, Koper, Mueller

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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

BUSINESS ITEMS

1. SLO COUNTY AIRPORT – continued from 7/8/09

Phil D'Acri reiterated the current proposal before the board. The proposal requested a \$25,000 contribution for marketing expenditures in case a new airline or service to a new destination can be secured for San Luis Obispo.

ACTION: **Moved Wallace/Koper** to approve a \$25,000 contribution contingent on new service or a new airline being secured and the financed marketing efforts benefit the San Luis Obispo TBID and all its members.

Motion carried 3:0

Board member Mueller abstained.

2. LEVEL STUDIOS

Ryan Allshouse and Doug Klein presented the recommended media plan to the board. They reiterated the research findings and evaluations that lead to their recommendation. Once the plan is approved, they will start negotiation with the various media outlets to achieve the most aggressive discount and/or value adds.

In order to have ample time to review the extensive material presented, the board decided to call a special meeting during the week of August 24 – 28, 2009 to approve the plan and give direction to the agency. Staff is to coordinate date and time.

The agency asked the board for approval to buy the URLs www.sanluisobisповacation.com and www.sanluisobisповacation.net in order to have the City name reference in the URL. The URLs will all redirect to www.sincerelycalifornia.com in order to maintain consistent branding. However, it is assumed that initially potential travelers will likely search by city name. The two proposed URLs will secure exposure to all potential visitors.

ACTION: **Moved Wallace/Koper** to approve the two proposed URLs

Motion carried 4:0

3. PR CONTRACT – continued from 7/8/09

Given that Level Studios suggested contracting with the PR firm “On the Horizon”, the item was continued indefinitely.

4. SLO COUNTY VISITORS & CONFERENCE BUREAU (SLOVCB)

The SLOVCB’s new Executive Director John Summer together with the SLOVCB’s board president Stacie Jacobs presented the organization’s marketing plan for 2009-10 and reiterated the new direction of the SLOVCB. They also addressed the funding request that was presented to the City of San Luis Obispo for participation in the SLOVCB.

After discussion, the board continued the item to the special meeting to be scheduled between August 24 and 28, 2009.

The meeting adjourned at 4:30 p.m.