

MINUTES- TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – MAY 17, 2018  
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates	Chair
	Steven Allen	Vice-Chair
	Maggie Juren	Member
	Taylor Newton	Member
	Sean Green	Member
	Kenn Clark	Member

STAFF PRESENT:	Jennifer Little	Tourism Manager
	Lori Kudzma	Deputy City Clerk
	Shannon McAllister	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

[https://youtu.be/wHWn\\_hv4RV4?t=40s](https://youtu.be/wHWn_hv4RV4?t=40s)

Chair Yates called the meeting to order at 9:03 a.m. and established a quorum, with six members present.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS – None.

PUBLIC COMMENT

[https://youtu.be/wHWn\\_hv4RV4?t=1m16s](https://youtu.be/wHWn_hv4RV4?t=1m16s)

Sharon Bufo spoke in support of Mental Marketing and read a letter from Sandi Twist, also in support of Mental Marketing.

Paul Irving, Big, Big SLO Marketing, spoke in support of Mental Marketing and read a letter from Paul Van Beurden, also in support of Mental Marketing.

A. CONSENT AGENDA

[https://youtu.be/wHWn\\_hv4RV4?t=7m8s](https://youtu.be/wHWn_hv4RV4?t=7m8s)

A-1 APPROVAL OF APRIL 19, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

**RECOMMENDATION: Approve as submitted.**

A-2 MARCH 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

**RECOMMENDATION: Receive and file.**

A-3 APRIL 2018 MARKETING, PUBLIC RELATIONS UPDATE; (MARKETING COORDINATOR)

**RECOMMENDATION: Receive and file.**

Chair Yates asked if there was a need to pull any of the consent items for discussion.

MOTION: Board Member Allen made a motion to approve. The motion was seconded by Board Member Clark and carried unanimously, 6-0.

B. BUSINESS ITEMS

B-1 PRESENTATIONS AND SELECTION OF AN AGENCY OF RECORD FOR MARKETING AND PUBLIC RELATIONS SERVICES TO RECOMMEND TO CITY COUNCIL

[https://youtu.be/wHWn\\_hv4RV4?t=7m59s](https://youtu.be/wHWn_hv4RV4?t=7m59s)

Tourism Manager Little introduced the item and outlined the process for the presentations.

The following agencies made presentations and answered inquiries:

1. Abbi Agency, Reno NV  
[https://youtu.be/wHWn\\_hv4RV4?t=8m31s](https://youtu.be/wHWn_hv4RV4?t=8m31s)
2. Parker Sanpei, San Luis Obispo, CA  
[https://youtu.be/wHWn\\_hv4RV4?t=39m38s](https://youtu.be/wHWn_hv4RV4?t=39m38s)

The Board took a brief recess at 10:15 a.m. and reconvened at 10:23 a.m.

3. Verdin Marketing, San Luis Obispo, CA  
[https://youtu.be/wHWn\\_hv4RV4?t=1h15m23s](https://youtu.be/wHWn_hv4RV4?t=1h15m23s)
4. Creative Digital Agency, San Ramon, CA  
[https://youtu.be/wHWn\\_hv4RV4?t=1h43m51s](https://youtu.be/wHWn_hv4RV4?t=1h43m51s)

Tourism Manager Little announced copies of the RFPs from each presenting agency are in the back of the room.

Board Members Taylor and Juren stepped out of the meeting at 11:29 a.m. and returned at 11:31 a.m.

5. Mental Marketing, Atascadero, CA  
[https://youtu.be/wHWn\\_hv4RV4?t=2h24m17s](https://youtu.be/wHWn_hv4RV4?t=2h24m17s)

PUBLIC COMMENT: None

Board Member Allen stated he would need to leave the meeting at Noon and shared his thoughts with the Board prior to leaving the meeting.

There was Board discussion as to which agency to go with, whether the ideology is to stay the same or to make a change. There was also discussion about whether it is productive to go through the RFP process every two years or should there be a longer contract period.

Board Member Allen left the meeting at 12:04 p.m.

Chair Yates suggested a Marketing & PR committee be established to work with the chosen agency to provide more guidance.

**MOTION:** Board Member Newton made a motion to recommend to Council Mental Marketing for a 3-year contract and to form a sub-committee with two people to work with them to better the reporting and better the relation. The motion was seconded by Board Member Clark and failed 3-2, with Board Members Juren and Green voting no and Board Member Allen absent.

The Board continued their discussion.

Board Member Green stated he would like a 2-year contract that is vetted in the fall rather than spring. Mr. Green would like future contracts on-boarding in the fall. Mr. Green also reminded of his previous future agenda item regarding a calendar.

Tourism Manager reminded the Board the budget is fiscal year and any changes to timing would need to be discussed with the Finance Department.

Ms. Little suggested a six-month review be added to the recommendation.

MOTION: Board Member Newton amended his previous motion to a 2-year contract. The motion was seconded by Board Member Clark and passed 4-1, with Board Member Green voting no and Board Member Allen absent.

Chair Yates stated he is going to add a future agenda item regarding the suggested six-month review to work more closely with the agency.

MOTION: Board Member Green made a motion that rather than a 60-day review like we have had in the past, that we go with a 6-month review or 6-month out-clause. The motion was seconded by Board Member Newton and carried 5-0, with Board Member Allen absent.

C. DECLARATION OF FUTURE ITEMS

[https://youtu.be/wHWn\\_hv4RV4?t=3h11m31s](https://youtu.be/wHWn_hv4RV4?t=3h11m31s)

Board Member Green would like to discuss the open letter to other advisory boards and staff from tourism. There was consensus to add this item to a future agenda.

D. ADJOURNMENT

[https://youtu.be/wHWn\\_hv4RV4?t=3h12m4s](https://youtu.be/wHWn_hv4RV4?t=3h12m4s)

The meeting adjourned at 12:20 a.m. The next Regular Meeting will be held on Thursday, June 21, 2018.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk