

**San Luis Obispo County  
Tourism Business Improvement District  
Advisory Board (SLOTBID)**

**Minute**

**August 7, 2009**

County Government Center  
1055 Monterey Street, D430  
San Luis Obispo CA 93408

**DRAFT UNTIL APPROVED**

**Call to Order – 3:06 p.m.**

**Present:** Mike Hanchett, John King, Shirley Lyon, Marjorie Ott, Matt Masia, Nikki Schmidt, County Administrative Office

**Swearing In of Advisory Committee Members:**

Tommy Gong, Assistant County Clerk-Recorder, sworn in Mike Hanchett, John King, Shirley Lyon, Marjorie Ott and Matt Masia as members of the SLO Tourism Business Improvement District.

Laila Fiege-Kollmann and Noreen Martin will go directly to the Clerk-Recorder's Office to be sworn-in.

**Organization of Advisory Board (action items):**

- Election of Chair, Vice-Chair, Secretary
  - On a motion made by Marjorie Ott, seconded by John King, Mike Hanchett was nominated as Chair. There was no discussion on the motion and by unanimous voice vote, Mike Hanchett was appointed Chair of the SLOTBID;
  - On a motion made by Mike Hanchett, seconded by John King, Majorie Ott was nominated as Vice-Chair. There was no discussion on the motion and by unanimous voice vote, Majorie Ott was appointed Vice-Chair of the SLOTBID;
  - On a motion made by John King, seconded by Majorie Ott, Shirley Lyon was nominated as Secretary. There was no discussion on the motion and by unanimous voice vote, Shirley Lyon was appointed Secretary of the SLOTBID;

- Determination of terms:
  - By lot the following terms were established
    - Mike Hanchett – 2 yrs
    - John King – 2 yrs
    - Laila Fiege-Kollmann – 2 yrs
    - Noreen Martin – 4 yrs
    - Shirley Lyon – 4 yrs
    - Marjorie Ott – 4 yrs
    - Matt Masai – 4 yrs

Please note: Ms. Fiege-Kollmann and Ms. Martin were not present and their terms were picked by Ms. Schmidt

- Determination of meeting dates and locations
  - It was determined that the SLOTCBID would meet the 4<sup>th</sup> Wednesday of each month, at 1:00 p.m. The meetings would be held in the County Administrative Office, located at 1055 Monterey Street, D430, San Luis Obispo CA;
  - Meeting dates to the end of the year are:
    - August 26
    - September 23
    - October 28
    - November 18 (note this is the 3<sup>rd</sup> Wednesday due to the Thanksgiving holiday)
    - December 16 (note this is the 3<sup>rd</sup> Wednesday due to the Christmas holiday)

#### **Discussion Items:**

- Conflict of Interest Statements (Form 700)
  - Ms. Schmidt will create a draft conflict of interest resolution for the Committee consideration at their next meeting.
    - The Committee asked Ms. Schmidt to check with County Counsel about the need to complete a Form 700 if a Committee member has to fill one out for another committee.
- Brown Act
  - Ms. Schmidt will request County Counsel to attend the August 26<sup>th</sup> meeting and present an overview of the Brown Act.
- By Laws
  - Mr. Hanchett will send to Ms. Schmidt copies of the by-laws for Morro Bay, Pismo Beach, and Paso Robles BIDs to use as a template for the SLOTBID's by-laws. Ms. Schmidt will work to have a draft copy available at the August 26<sup>th</sup> meeting.

- Ethics Training
  - Ms. Schmidt will check with County Counsel about the need to attend ethics training if a Committee member has already done so;
  - Ms. Schmidt will check into the next ethics training that will be available through the County.
  
- Miscellaneous Discussion
  - Ms. Schmidt was asked to send a copy of the final ordinance to Mike Hanchett who would then send it to the Committee members;
  - Ms. Schmidt will contact ITD about having a page on the County web site;
  - Ms. Schmidt will contact County Counsel to ask about protocol relating to: posting and distribution of agendas and if County Counsel has suggestions relating to “standardized” language for indicating the assessment on lodging bills
  - The Committee briefly talked about the process for developing the marketing plan; a suggestion was made that the lodging industry be surveyed.

**Adjournment:** A motion was made by Marjorie Ott, and approved by unanimous voice vote, to adjourn the meeting. The meeting was adjourned at 4:15 p.m.

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Agenda**

**August 26, 2009**

**1:00 p.m.**

County Government Center  
1055 Monterey Street, D430  
San Luis Obispo CA 93408

**DRAFT UNTIL APPROVED**

**Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, Noreen Martin, Matt Masia, Marjorie Ott, and Nikki Schmidt, County Administrative Office

**Call to Order by Chair Hanchett at 1:05 p.m.**

**Business (action items):**

- Approval of August 7, 2009 meeting minutes
  - A motion was made by Ms. Ott, seconded by Ms. Lyons, and on unanimous voice vote, the August 7, 2009 minutes were approved.
- Discussion and consideration of SLOCTBID Conflict of Interest Resolution
  - After a brief discussion, the Advisory Board, upon a motion by Shirley Lyons, seconded by Laila Fiege-Kollmann, unanimously approved the SLOCTBID's conflict of interest code with one amendment to correct a typographical error.
- Discussion and consideration of draft SLOCTBID By Laws
  - Ms. Schmidt distributed revised copies of the by laws as reviewed by Rita Neal, Assistant County Counsel. After a lengthy discussion, the Advisory Board, upon a motion was made by Majorie Ott, seconded by John King, unanimously approved the SLOCTBID by laws with the following amendments:
    - All changes proposed by County Counsel
    - Correction of various typographical errors
    - Addition of page numbers
    - Article IV – Meetings

- Item B was revised to include electronic noticing provisions;
- Item E was changed to read “A quorum shall be considered to be 5 a majority of members present of the SLOCTBID Advisory Board;
- The addition of the following provisions:
  - Item F: right of the public to appear and speak
  - Item G. non-agenda items
  - Item H: all meetings to be open and public

**Discussion Items:**

- Follow-up by Administrative Office staff on issues from August 7, 2009 meeting

Ms. Schmidt provided the following information, after consultation with Ms. Neal of County Counsel:

- Suggestions for “standardized” language for what to call the assessment on hotel bills:
  - SLO Tourism Assessment
  - County Tourism Assessment
  - Tourism Assessment
  - BID Assessment
- Posting requirements for notices and agendas – would they have to be sent to each member of the BID?
  - Sending notices and agendas to every BID member is not legally required; they would need to be mailed to anyone who specially requests a copy of each agenda; posting of public meetings needs to be in a public location that is available 24 hours a day; for example, posting the agenda INSIDE the building only would not meet the Brown Act's requirement because it is locked part of the day. Thus, posting it on the Board outside the Govt. Center would satisfy the requirements of Govt. Code, section 54954.2
- If an Advisory Board member has taken ethics training do they have to take it again?
  - A member needs to have the training every two years. If a member has already had it within that time frame, they would not need to take it again this reporting period.
- Could the Advisory Board use the funds to support specific projects by other agencies, such as the EVC or VCB?

- The use of funds to support specific projects would work as long as the project fits within the ordinance definitions of how the funds can be used. However, if funds are expended to another agency, they should have an agreement to assure that the money is spent according to the requirements of the ordinance. The best practice would be to refer to the ordinance's provisions for use of the assessment prior to funds being expended.
- General Discussion

The Advisory Board discussed, in general terms, the need for a mission statement, letterhead, and an advisory name. The development of a marketing plan and objectives was also discussed. Due to the urgency of developing such a marketing plan and getting a marketing company on board, the Advisory Board, by unanimous consensus, agreed to hold a special meeting on September 9, 2009 at 9:00 a.m. at the Inn at Morro Bay.

**Presentation:**

- Brown Act - Rita Neal, Assistant County Counsel
  - Ms. Neal was unable to attend the meeting and her presentation has been rescheduled for the September 23, 2009 meeting.

**Adjournment** - A motion was made by Marjorie Ott, seconded by Shirley Lyons, and approved by unanimous voice vote, to adjourn the meeting. The meeting was adjourned at 2:25 p.m.

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Minutes**

**September 9, 2009**

**9:00 p.m.**

Inn at Morro Bay  
60 State Park Road  
Morro Bay CA 93442

**DRAFT UNTIL APPROVED**

**Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, Noreen Martin, Matt Masia, and Nikki Schmidt, County Administrative Office

**Call to Order** by Chair Hanchett at 9:15 a.m.

**Public Comment (for items not on the agenda):** None

**Business (action items):**

- Approval of August 26, 2009 meeting minutes
  - Shirley Lyon noted some typographical errors in the minutes. A motion was made by Mr. Masia, seconded by Ms. Martin, and on unanimous voice vote, the August 26, 2009 minutes were approved as corrected.
- Sub-Committee consideration
  - Mr. Hanchett noted that he requested this item be placed on the agenda in order to allow the Advisory Board to talk about, and create, sub-committees.

**Discussion Items:**

- Discussion of marketing concepts, activities, objectives, programs
- Discussion of qualifications of marketing company
- Development of a mission statement, letterhead

All the above items were discussed, in great length, by the Advisory Board. The Board considered the development of a mission statement, letter head and the need to have a “name”, web site development, sustainability and stewardship marketing, green marketing, among other items. Additionally, the need to survey the lodging businesses within the SLOCTBID was also discussed as well as the

potential for contracting for both “administrative services” and “marketing services”.

Action taken:

- Ms. Lyon would provide copies of the mission statement that was developed at BID workshops held prior to the creation of the SLOCTBID;
  - Ms. Martin would send examples of the primary goals/objectives that were created for the Paso Robles BID;
  - A sub-committee was created to 1) discuss the “administrative” needs of the SLOCTBID and 2) develop qualifications in anticipation of contracting for an organization to provide those services. Mike Hanchett, John King, Shirley Lyon, and Laila Fiege-Kollmann (alternate) were appointed to this sub-committee.
  - There was consensus that staff from the San Luis Obispo County Visitors and Conference Bureau should be invited to the September 23<sup>rd</sup>, 2009 meeting to discuss how the two groups can work together.
- 
- Follow-up by Administrative Office staff relating to:
    - County request for proposal process
      - Ms. Schmidt spoke briefly to the County’s request for proposal process. She stated that she hoped to have more information at the next meeting.
    - Ethics training
      - Ms. Schmidt provided the Advisory Board members with a link to the State FPCC web site where they could take the ethics training on-line. Copies of original signed training certificates are required from each Advisory Board members. Advisory Board members who have taken the training within the past two years are not required to take the training again but should send in copies of their original training certificates.
    - Account Payable services by the Auditor’s Office
      - Ms. Schmidt stated that she has met with staff from the Tax Collector and Auditor Offices to talk about the process. A follow up meeting will be held to include County Counsel and she should be able to provide more information at the September meeting.

**Adjournment:** A motion was made by Noreen Martin, seconded by John King, and approved by unanimous voice vote, to adjourn the meeting. The meeting was adjourned at 11:00 a.m.

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Agenda**

**September 23, 2009**

**1:00 p.m.**

County Government Center  
1055 Monterey Street, D430  
San Luis Obispo CA 93408

**DRAFT UNTIL APPROVED**

**Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, Noreen Martin, Matt Masia, and Nikki Schmidt, County Administrative Office, Representatives from the SLO Visitors and Conference Bureau – John Summers and Stacie Jacobs, Steve Burns, O'Donnell Lane, LLC, Mark Elterman, Mental Marketing

**Call to Order** by Chair Hanchett at 1:08 p.m.

**Public Comment (for items not on the agenda):** None

**Business (action items):**

- Approval of September 9, 2009 meeting minutes

A motion was made by Ms. Lyon, seconded by Mr. Masia, and on unanimous voice vote, the September 9, 2009 minutes were approved.

**Presentation:**

- Visitors and Conference Bureau – John Summers, Steve Burns, Stacie Jacobs
  - Mr. Summers spoke to the history of the VCB as well as the services provided by the organization.
  - Ms. Jacobs spoke to the funding received by the VCB from the various governmental agencies. She also reiterated Mr. Summers' comments about the services that the VCB could provide.
  - Mr. Burns spoke to the Sunset Magazine event being planned for September/October of 2010. He discussed the need for partnering between the VCB, and BIDs.

- Brown Act – Rita Neal, Assistant County Counsel

Ms. Neal spoke to the provisions and general requirements of the Brown Act. She provided the Advisory Board with slides that highlighted pertinent information.

#### **Discussion Items:**

- Follow-up by Administrative Office staff on:
  - County request for proposal process
  - Account Payable process

Ms. Schmidt provided information on the County's RFP process. The Auditor's Office has indicated that they will process the BID's accounts payable at no charge.

- Report back by the Sub-Committee relating to the services\needs of the SLOCTBID and the development of pre-qualifications
- Mission Statement
- Goals/objectives

All items were discussed at length. Specifically, it was determined that the process should be: to select a marketing firm; hiring one marketing firm to represent all areas\members of the BID; and retaining a facilitator to help us clarify our goals\objectives and design an RFP or the process which we should follow were considered. A motion was made by Ms. Ott and seconded by Ms. Lyon, and approved by unanimous voice vote, to "hire a facilitator to help us create\design an RFP or the process".

Discussion ensued (#1, #2) and action taken (#3,#4) on the following:

1. Requesting the VCB assist us in the inventorying of the BID membership.
2. Requesting the VCB provide an all-inclusive cost for all BID members to become VCB members.
3. Shirley Lyon will review the vacation rental properties on the Auditor's office BID collection list.
4. Mike Hanchett will forward the County's purchasing policy to all Advisory Board members after receipt from Rita Neal.

**Adjournment:** A motion was made by Shirley Lyon, seconded by Laila Fiege-Kollmann, and approved by unanimous voice vote, to adjourn the meeting. The meeting was adjourned at 3:20 p.m.



**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Special Meeting Minutes  
September 29, 2009**

**2:00 p.m.**

Cavalier Community Room  
250 San Simeon Ave., Suite 6B  
San Simeon, CA 93452

Board Members participated via teleconference

Present: Mike Hanchett, Noreen Martin, John King, Marjorie Ott, Laila Kollman,  
Shirley Lyon

Called to Order at 2:06 pm

Public Comment (for items not on the agenda)-None

Business (action items):

Consideration of Various Facilitator's Proposals:

Chose Steve Burns's proposal by motion of Marjorie Ott, seconded by John King,  
with stipulation not to exceed 7 hours. Unanimous voice vote.

Set Date for Facilitation

October 7<sup>th</sup> afternoon at The Inn at Morro Bay

Adjourned at 2:20 pm via motion of Marjorie Ott, seconded by Shirley Lyon.  
Unanimous voice vote.

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Special Meeting Agenda**

**October 7th, 2009**

**3:00 p.m.**

Inn at Morro Bay  
60 State Park Road  
Morro Bay, CA 93442

**DRAFT UNTIL APPROVED**

**Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, Noreen Martin, Matt Masia, and Nikki Schmidt, County Administrative Office, Steve Burns, O'Donnell Lane, LLC, Mitchell Masia

**Call to Order** by Chair Hanchett at 3:10 p.m.

**Public Comment (for items not on the agenda):** None

**Discussion\Action Items:**

- BID Goals\Objectives-Facilitated by Steve Burns
- Contractor RFP Structure\Content-Facilitated by Steve Burns
- Mission Statement-Facilitate by Steve Burns should time allow
- Consideration of Additional Assistance in Producing Draft RFP, Mission Statement, and/or Strategic Plan

After much discussion and listing of individual BID goals it was agreed that the BID purpose and primary objective was to create incremental revenue for its members. Further it was widely agreed that the BID was a marketing entity.

After creating a lengthy list of strategies and tactics the Advisory Board chose the following as the top 5 of interest:

- Media Coverage
- Social Media, development of a 1) marketing web site; 2) BID business web site, collaborate/brochure, maps (loops, bike, etc.)
- Event/promotions
- Research (such as inventory/assets, "what makes us special")
- Log/brand/ID

Created an RFP timeline for the selection of a marketing firm:

- ⊗ October 28 – Advisory Board to consider scope of work;
- ⊗ November 10 – RFP distributed;
- ⊗ December 4 – proposals due to Administrative Office (c/o N. Schmidt)
- ⊗ December 4 – proposals distributed electronically to Advisory Board members (by N. Schmidt) (also available to be picked up after 5:00 p.m. or on Monday December 7);
- ⊗ December 9 – by 9:00 a.m. Advisory Board members to send in proposal rankings via e-mail (to N. Schmidt [inschmidt@co.slo.ca.us](mailto:inschmidt@co.slo.ca.us))
- ⊗ December 9 – Subcommittee consisting of Shirley Lyon, Noreen Martin and N. Schmidt to meet (in the Administrative Office) to determine top 3 proposals; N. Schmidt to send e-mail to Advisory Board members thereafter with results;
- ⊗ N. Schmidt to notify top 3 agencies and set time for agency's presentations to full Advisory Board at December 16 meeting;
- ⊗ N. Schmidt to notify all agencies after selection of marketing firm.

There was brief discussion on the requirements of the RFP relating to number of pages (10 doubled sided), and paper copies (8) along with electronic version.

The Advisory Board discussed the value of engaging the services of a consultant who specializes in travel and destination marketing to create a 3-5 year strategic plan for the BID. A proposal from the Strategic Marketing Group was disseminated and briefly discussed. Mr. Burns will contact Mike Manchek of the EVC regarding the other consultants they considered for the Tourism Report they sponsored last fall.

Attachment A to these minutes is the summary of the October 7, 2009 meeting prepared by Steve Burns.

#### **Future Agenda Items:**

Agreed to have the following items on the October 28th's agenda for possible action:

1. Adopting a policy regarding the local area meetings ensuring that a representative from the marketing firm, an administrative staff person, and at the minimum BID Advisory Board member from the respective area is in attendance.
2. Review and consideration of a strategic plan consultant.

**Adjournment:** The meeting was adjourned at 6:05 p.m.

## Attachment A

### **Unincorporated San Luis Obispo County Business Improvement District (B.I.D.) Strategic Planning Retreat and R.F.P. Discussion**

The Advisory Board of the Unincorporated San Luis Obispo County Business Improvement District (BID) met on October 7, 2009 to develop program goals and objectives for the BID overall while developing criteria for an upcoming Request for Proposal (RFP) to select a marketing agency or agencies. What follows are the notes from that meeting plus an outline of "Next Steps" and a timeline for the RFP.

#### **Budgets (RFP, Administrative, etc.)**

The meeting began with a discussion about BID income and expenses and what kind of NET marketing budget would be best to include in the forthcoming RFP. After much discussion it was agreed that a conservative approach was best in budgeting and while the overall BID income could be as much as \$1,400,000 annually the board approved a NET marketing budget of \$1,000,000 for the RFP. In this case, NET means that 100% of this million-dollar budget will be spent on marketing, public relations and research programs. Any and all agency fees and/or administrative costs will be paid with additional BID funding.

RFP = \$1,000,000 (NET MARKETING BUDGET)

Note: All agency fees and administrative costs are not included in this total

#### **Local Program Meeting Criteria**

The next discussion focused on the fact that this particular BID is very unique in the region because the funds generated must be split (50/50). Half of the funding must be used to develop marketing programs that benefit the entire BID region. The remaining half of the funds must be used to develop marketing programs that benefit an approved list of local communities within the BID area. These funds are divided in such a way that each approved community receives funding support commensurate with their BID contributions.

While all programs must have final approval of the BID Advisory Board the following criteria was developed to help ensure that the individual community programs are developed within the approved BID guidelines and that the overall promotional efforts of the BID are cohesive and results oriented.

**NOTE:** In order to streamline the local program decision making process and to ensure transparency on all sides it was agreed that for a BID approved local meeting to take place that at least one representative from the following groups must be in attendance.

- At least one Advisory Board member

- At least one representative from the approved marketing company
- At least one administrative person to record the meeting minutes and follow-up on next steps
- At least one community member at large

The purpose of these meeting or meetings is to solicit local input about the best way to spend their “slice of the BID pie”. Once a meeting is complete the administrative person will send a copy of the meeting minutes to ALL members of the Advisory Board. The Advisory Board member(s) from each local region will be expected to explain, to the full board, their program suggestions for their respective community.

### **Who we are and what we are about!**

What followed was a lengthy discussion about the purpose of the BID itself. What kind of organization are we? It was agreed that the BID is a **marketing organization** charged with developing programs that will have the following effect:

- Increase both Mid-Week and “Shoulder Season” occupancy in the BID’s lodging properties
- Increase the length of stays for guests staying at the BID’s lodging properties
- Increase average lodging rates within the region
- Develop new customers for all lodging types within the region
- Expand the impact of high occupancy periods such as summer and holidays by “Stretching” these periods out whenever possible
- Work to “fill in” occupancy during slower times and “off” months

**Conclusion:** The #1 goal of the BID is to increase occupancy across all lodging types within the BID region while placing particular emphasis on programs that positively impact the slower lodging periods and/or the impact of the high occupancy times.

It was also agreed that BID programs should:

- Increase awareness about the region while improving appreciation for the multitude of tourism experiences that exist within the region itself.
- Be conducted in such a way that they have a neutral and/or positive impact on the high quality of life already enjoyed in the region.
- Promote stewardship within the region with a focus on environmentally friendly, “green” practices if feasible

## **What kind of programs will be expected from our marketing company?**

A tactical discussion took place where the Advisory Board outlined a list of potential programs and activities that might be included in future BID efforts. While it's always necessary to prioritize lists such as this, the BID board agreed that they are seeking an agency that will think outside of the proverbial box when it comes to marketing, public relations, communications and research activities.

**Media Coverage** – The Advisory Board unanimously agreed that generating positive media coverage for the region should be one of their top priorities. Well-executed familiarization trips (FAMS) are vital in this effort as is responding quickly to media opportunities when they arise. This blend of pro-active and re-active media relations is the key! The board recognizes the need to focus on writers with a statewide, national and international influence while not neglecting the all-important local media. It's vital that the marketing agency do its "homework" beforehand by developing the proper talking points and documents that effectively showcase the scope and depth of the tourism experience through the BID region.

**Exploiting both new and old media communication tools** – The Advisory board unanimously agreed that it's vital that the marketing agency be prepared to fully exploit the latest communication tools (Web, Facebook, Blogs, Flickr, Twitter, etc.) while not neglecting the traditional communication methods of a simple regional driving map (Loop) and/or an informational brochure (Eco-Tourism etc.).

**Branding the Region** – The need to "brand" the region and the BID's programs is another priority of this first year of BID programs. The marketing agency will assist in the development of the regions identity and/or local community identities where needed.

**Events and Activities** – The marketing company should fully investigate and propose any and all events and activities that will serve the #1 goal of this board which is to increase occupancy across all lodging types within the region.

**Research, Research and more Research:** During this inaugural year, the BID Advisory Board feels strongly that there is significant need for research about who visits the region and also about the tourism "inventory" within the region itself.

**Constituent Communications:** The BID Advisory Board feels strongly that the marketing agency will need to place significant emphasis on making sure that everyone involved in tourism in the region is informed about the programs and activities of the BID. (E-newsletters etc.)

**Annual Report:** The BID Advisory Board is required by law to compile and submit an annual report on its activities and their results and accomplishments. This report must be submitted 60 days following the close of the fiscal year, which is June 30, 2010.

**Association Dues:** From time to time the BID Advisory board may elect to fund the payment of dues to associations and/or organizations on behalf of the tourism community in the region.

**Investigate working with Cal Poly and the Wine industry:** The BID Advisory Board agreed that collaboration with Cal Poly (And it's various thematic weekends) and the local wine industry (And it's featured events) should be a focus for the future marketing agency.

**Advertising** – While direct and/or cooperative advertising is a traditional part of tourism promotional campaigns the Advisory Board strongly encourages the marketing agency to look beyond these kinds of opportunities. This is not saying that advertising won't be part of the overall marketing plan but that placing advertisements should not dominate the marketing efforts of the BID.

### **The Request for Proposal (RFP)**

In order for the BID to select a marketing agency or agencies a formal Request for Proposal (RFP) must be generated. The draft of the RFP will be created by Steve Burns (BID Consultant) with formatting assistance from Nikki Schmidt (SLO County). What follows is a timeline for the RFP process:

- **Now** – DRAFT RFP created
- **October 28, 2009** – BID Advisory Board votes to approve RFP language
- **October 28-November 9, 2009** – Nikki guides RFP through county approval process
- **November 10<sup>th</sup>, 2009** – RFP is announced to the selected agencies
- **December 4, 2009** – RFP Submission Deadline to Nikki (By 5 pm)
- **December 5, 2009** – Electronic copies of all proposals email out to the Advisory Board.
- **NOTE:** Each board member should rate the proposals 1, 2, 3 and so on and send their ratings back to Nikki by 11 am on December 9, 2009.
- **December 9, 2009** – Agency selection sub-committee comprised of Noreen Martin and Marjorie Ott will review board ratings of competing agencies and select the top 3 (Or more) agencies that will be invited back to give a full presentation to the board.

- **December 16, 2009** – BID Advisory Board meets to listen to agency pitches and votes to select an agency.

**It was agreed that all proposals should be submitted in 20 pages or less (10 pages or less if they are two sides) and that all proposals such come to Nikki's attention in an electronic format and with 8 hard copies by 5 pm on December 4<sup>th</sup>, 2009. (No props or gimmicks should accompany agency proposals) It was also agreed that the marketing agencies contract would be for 18 MONTHS WITH A 6 MONTH PERFORMANCE REVIEW (JUNE 2010).**

### **Administration: Keeping track of all of this work**

The Advisory Board recognizes the need for a substantial level of administrative support to include the following:

- Assist the BID chair person in the creation of meeting agendas
- The taking of minutes for all approved meetings
- Ensuring communication flow between the board and it's consistency
- Generating the annual report
- Attending all local meetings and board meetings
- Bookkeeping and financial reporting to the board
- Maintenance of a business website for the BID

NOTE: Any and all marketing agencies interested in this account should be prepared to provide this kind of support to the BID and its constituents.

### **How about a long-term plan?**

Several board members expressed the desire for the BID to have a long terms strategic plan that contains a mission statement as well as goals and objectives to help guide the board and it's marketing agency for at least 5 years in the future. Steve Burns presented a proposal for such a plan (That also included some preliminary research work) from SMG a tourism centric research and marketing agency with a work history in the county. It was agreed that the board would review this proposal and investigate other options for this effort prior to the next meeting and at the next meeting a contractor would be selected to create a plan with the goal of announcing the new plan and the new agency simultaneously in January 2010.

## **Parking Lot**

It's traditional, during strategic planning retreats, that great ideas are generated for the years ahead. What follows is a list of those ideas.

How about an annual meeting or party of the regions tourism community to talk about the BID programs and ROI?

Shouldn't the Advisory Boar think about succession plans for themselves?

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Agenda**

**October 28, 2009**

**1:00 p.m.**

County Government Center  
1055 Monterey Street, D430  
San Luis Obispo CA 93408

**DRAFT UNTIL APPROVED**

**SLOCTBID Members Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, and Marjorie Ott; Guest: Travis Johnson, Assistant General Manager – the Morgan

**Call to Order** by Chair Hanchett at 1:10 p.m.

**Public Comment:** None

**Business (action items):**

- Approval of September 23, 2009 meeting minutes
- Approval of September 29, 2009 special meeting minutes
- Approval of October 7, 2009 special meeting minutes

A motion was made by Ms. Ott, seconded by Mr. King, to approve the minutes with the following corrections made to minutes of October 7, 2009:

- Page 2: correct members of the subcommittee from Shirley Lyon to Marjorie Ott
- Page 4: last bullet on the page – strike out “environmentally friendly, “green” practices if feasible” and add “natural resources”.

The minutes were approved as amended on a unanimous voice vote.

**Discussion Items:**

- Consideration of the request for proposal (RFP) project scope of work from Steve Burns (based on October 7, 2009 special meeting discussions).

The Advisory Board discussed the proposed scope of work at length and made several changes. These changes to the scope of work are noted in RED in Attachment A to these minutes.

- Consideration of a policy regarding the local area meetings ensuring that a representative from the marketing firm, an administrative staff person, and at minimum the BID Advisory Board member from the respective area is in attendance.

There was brief discussion on the proposed policy regarding attendance at the local area meetings. A motion was made by Ms. Ott, seconded by Ms. Lyon, to approve a policy that local area meetings shall be attended by a representative from the designated marketing firm, an administrative staff person, and at a minimum the SLOCTBID Advisory Board member from the respective area.

- Consideration of engaging a strategic plan consultant to create a 3-5 year strategic business plan for the SLOCTBID
  - Report back from Steve Burns regarding discussion with Mike Manchek
  - Discussion of the proposal from Strategic Marketing Group (SMG)

Mr. Hanchett spoke to Mr. Burns' report on his discussion with Mike Manchek of the EVC. The EVC doesn't have the experience to provide strategic consulting services to the SLOCTBID and Mr. Manchek suggested Carl Ribaud of Strategic Marketing Group.

After a lengthy discussion, a motion was made by Mr. King, seconded by Ms. Lyon, to hire Strategic Marketing Group to develop a tourism strategic plan. Subsequent to the motion, there was discussion relating to whether it would be worthwhile for SMG to include their professional recommendations under Phase 3 of the scope of work. Thereafter, Mr. King, the motion maker, amended his motion to request SMG to include their professional recommendations under Phase 3. Ms. Lyon, as the second, concurred, and the motion was passed on a unanimous voice vote of the SLOCTBID.

- Consideration of quarterly financial reports.

Ms. Schmidt reported that the Tax Collector was still in the process of testing the TOT – BID reports. She was able to report that at the end of the 1<sup>st</sup> quarter of the fiscal year, \$230,201 in BID assessment had been received. Essentially, these were payments made through August as payments are received a month in arrears. After testing is complete, the Tax Collector will be able to produce reports quarterly by region, and area.

- Consideration of Steve Burn's additional time for minutes and RFP work

Mr. Hanchett spoke to Mr. Burns needing an additional five (5) hours in order to complete the scope of work. The Advisory Board at a prior meeting had only authorized seven (7) hours and he was requesting their consideration of the additional hours.

A motion by Ms. Ott, seconded by Ms. Fiege-Kollmann, to authorize the additional five (5) hours of work by Steve Burns was approved on a unanimous voice vote of the SLOCTBID.

- Brief discussion on Form 700 – Statement of Economic Interests

Ms. Schmidt briefly spoke to the Statement of Economic Interests requesting those be mailed to her as soon as possible.

**Adjournment:** A motion was made by Ms. Ott, seconded by Mr. King, to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 2:10 p.m.

# **ATTACHMENT A**

**DRAFT 10-22-09**

# **SCOPE OF WORK**

## **History of the San Luis Obispo County Business Improvement District (SLOCTBID)**

In the spring of 2009, the ~~tourism community~~ **lodging** businesses within the unincorporated areas of San Luis Obispo County, along with the San Luis Obispo County Board of Supervisors approved a Business Improvement District (BID) for specific portions of unincorporated areas of the county (map attached). The approval of this BID meant beginning July 1, 2009 all lodging establishments were assessed 2% of the paid rent charged per occupied room night. This 2% is being collected by the San Luis Obispo County Tax Collector and held in a fund designated exclusively for the promotion of tourism within the region.

The BID language required the creation of a 7 person Advisory Board from lodging **representatives** ~~owners~~ within the SLOCTBID. The SLOCTBID Advisory Board was appointed by the Board of Supervisors during the summer of 2009. The BID language requires that half of the funding be directed at programs that will benefit the SLOCTBID region as a whole and the remaining half of the funds be divided amongst the local areas that comprise the SLOCTBID region. These funds must, by law, be used to promote tourism to the benefit of those local areas exclusively. Any and all SLOCTBID programs must be approved by the Advisory Board before they can begin.

The Advisory Board of the SLOCTBID is currently seeking a marketing agency or agencies to help them in the overall administration of the SLOCTBID while also executing marketing and promotional programs approved by the board. What follows is an outline of the “Scope of Work” that any interested agency should fully understand before developing their proposal in response to this Request for Proposal (RFP).

## Goals and Objectives of the SLOCTBID

The primary goal of the SLOCTBID is to increase occupancy rates and room rates across all lodging types within the SLOCTBID region while placing particular emphasis on programs that positively impact the slower lodging periods and/or expand the impact of the higher occupancy times.

SLOCTBID programs should also:

- Increase awareness about the region while improving appreciation for the multitude of tourism experiences that exist within the SLOCTBID region.
- Be conducted in such a way that they have a neutral and/or positive impact on the high quality of life already enjoyed in the region.
- Promote stewardship within the region with a focus on ~~environmentally friendly, “green” practices if at all possible~~ **natural resources**.

## What kind of programs will be expected from our marketing company?

The SLOCTBID Advisory Board is seeking an agency or agencies that will propose and implement results oriented, measurable programs that yield exceptional return on investment (ROI) in the following areas:

**Media Relations** –The SLOCTBID Advisory Board is looking for an agency or agencies that can conduct pro-active **AND** re-active media relations. This may include the hosting of media tours to the region for all media types including local, statewide, national and international writers. The preparation of regional talking points and public relations materials will be necessary as will timely responses to media inquires from all media sources. The primary goal of these media relations’ activities should be to generate third party endorsements of the region and its diverse tourism inventory in local, state, national and international publications.

**Exploiting both new and old media communication tools** – The SLOCTBID Advisory Board feels that it’s vital that the marketing agency be prepared to fully exploit the latest communication tools (Web, Facebook, Blogs, Flickr, Twitter, etc.) while not neglecting the traditional communication methods like a simple regional driving map (Regional Driving Loop, etc.) and/or an informational brochure (Eco-Tourism, Hiking and Biking etc.).

**Branding the Region** – The need to “brand” the region is another priority for this first year of SLOCTBID programs. The marketing agency will assist in the development of a regional identity and do the same for local communities where needed.

**Events and Activities** – The marketing company should fully investigate and propose **for approval by SLOCTBID** any and all events and activities that will serve the primary goal of the

SLOCTBID which is to increase occupancy and occupancy rates across all lodging types within the region.

**Stewardship Program: Investigate and proposed stewardship programs within the region with a focus on natural resources.**

**Research, Research and more Research:** During this inaugural year, the SLOCTBID Advisory Board feels strongly that there is significant need for research about who visits the region and also about the tourism “inventory” within the region itself. The marketing agency should be prepared to assist in this area as well and also to suggest additional research benchmarking on things like regional awareness if appropriate.

**Constituent Communications:** The SLOCTBID Advisory Board feels strongly that the marketing agency will need to place significant emphasis on ensuring that everyone in the region is informed about the programs and activities of the BID. (E-newsletters to constituents, etc.)

**Cal Poly and the Wine industry:** The SLOCTBID Advisory Board agrees that collaboration with Cal Poly (And it’s various thematic weekends) and the local wine industries (And their featured events) should be a focus for the marketing agency.

**Advertising** – While direct and/or cooperative advertising is a traditional part of tourism promotional campaigns the Advisory Board strongly encourages the marketing agency to look beyond these kinds of opportunities. This doesn’t mean that advertising won’t be part of the overall marketing plan but simply placing advertisements should not dominate the marketing efforts of the agency.

**Association Memberships and Sponsorships** – The marketing agency or agencies should feel free to suggest that the SLOCTBID fund association memberships and or event sponsorships that they feel will positively impact the primary goal of the SLOCTBID.

**SLOCTBID Program Administration:** The SLOCTBID Advisory Board recognizes the need for a substantial level of administrative support the first year or two of this effort. The Board is seeking an agency or agencies that can:

- Assist the SLOCTBID chair in the creation of meeting agendas
- The taking of minutes for all approved meetings
- Ensuring good communication flow between the SLOCTBID board, the Board of Supervisors, Administrative Office and the lodging businesses with the SLOCTBID
- Generating the annual report (~~On time!~~) **within 60 days after the close of the County’s fiscal year.**
- Attendance at all local meetings and board meetings
- Bookkeeping and financial reporting to the board
- Maintenance of a business website for the SLOCTBID

**Annual Report:** The SLOCTBID Advisory Board is required by law to compile and submit an annual report on its activities, results and accomplishments for the prior fiscal year (FY). This report must be submitted 60 days following the close of the current FY, which is June 30, 2010.

## **What kind of budgets should I base my proposal upon?**

The “Net” marketing budget for interested agencies will be as much as \$1,000,000.00 (One Million dollars). Agency fees and expenses related to implementing your list of suggested programs and administrative support will need to be estimated “over and above” the net marketing budget. Agency proposals should outline their marketing, public relations and administrative suggestions in the following ways:

- \$500,000 – Towards programs that benefit the SLOCTBID region as a whole
- 
- \$500,000 – Towards programs that will benefit the approved local communities individually. (San Simeon, Cambria, Cayucos, Avila Beach, etc.)
- 
- Fees and expenses for program management and administrative support should be billed separately beyond the net budget of up to \$1,000,000.

## **General Proposal Details**

1. Eight (8) copies of the proposal plus an electronic copy must be received **NO LATER THAN 5:00 pm on DECEMBER 4, 2009.** Postmarks will not be accepted. All proposals should be sent to:

**Nikki Schmidt**  
**Administrative Office**  
**County of San Luis Obispo**  
**1055 Monterey Street D430**  
**San Luis Obispo, CA 93408**  
**(805) 781-5496**

2. Proposals should also be submitted electronically as a Word document to [NSchmidt@co.slo.ca.us](mailto:NSchmidt@co.slo.ca.us) by the 5:00 pm deadline noted above.
3. Proposals should be submitted on 8.5 x 11 plain white paper, with a maximum of 10 double-sided pages.
4. Proposals should be stapled only without binding, binders or folders. No props or display items should accompany proposals.
5. Please do not include letters of reference, brochures or flyers. If necessary, this information will be requested at a later date.

6. All costs associated with the preparation and submission of this application will be borne by the applicant.
7. All applications become the property of the County of San Luis Obispo and will become public information after the submission deadline.
8. The selected agency or agencies will be named in early January 2010 and will be awarded an 18-month contract that contains a performance review during the month of June 2010.
- ~~9. Please DO NOT include letters of references, brochures or flyers, if necessary, this information will be requested at a later date.~~
- ~~10. All costs associated with this preparation and submission of this application will be borne by the applicant.~~

NOTE: The SLOCTBID Advisory Board will be reviewing the proposals quickly and inviting the top agencies to meet with them on December 16<sup>th</sup>, 2009 to present their ideas in person. The selected agency or agencies will be named in early January 2010 and will be awarded an 18-month contract that contains a performance review during the month of June 2010.

**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(SLOCTBID)**

**Agenda**

**December 16, 2009**

**1:00 p.m.**

County Government Center  
1055 Monterey Street, D430  
San Luis Obispo CA 93408

**DRAFT UNTIL APPROVED**

**SLOCTBID Members Present:** Mike Hanchett, Laila Fiege-Kollmann, John King, Shirley Lyon, Matt Masia, Noreen Martin, Marjorie Ott and Nikki Schmidt, County Administrative Office

**Call to Order** by Chair Hanchett at 1:10 p.m.

**Public Comment:** None

**Administrative Items:**

- Ethics Training Reminder

Ms. Schmidt reminded the Advisory Board members that they need to attend ethics training.

- Update on Strategic Marketing Group (SMG) contract

Ms. Schmidt stated that the contract with Strategic Marketing Group has been executed.

Mr. Hanchett spoke to the survey that SMG has completed and sent to each lodging business within the BID boundaries. He encouraged each BID Advisory Board member to complete their survey and he would make sure they all had access to the survey link.

Carl Ribaud of SMG is also working on building a list of the “assets” within the BID boundaries. He will also interview each Advisory Board member.

- Consideration of financial reports

Ms. Schmidt distributed the financial reports prepared by the County Tax Collector. The financial reports indicate:

July 1 - October 31, 2009 deposits	\$384,854.67
November 1 - 30, 2009 deposits	\$111,117.73
<b>sub-total</b>	<b>\$495,972.40</b>
less 2% Administrative Fee	\$9,919.45
<b>sub-total</b>	<b>\$486,052.95</b>
less O'donnell lane LLC	\$1,800.00
<b>Total available November 30, 2009</b>	<b>\$484,252.95</b>

Advisory members agreed that the format the Tax Collector used was good but asked if they could add the vendor name on the monthly reconciliation statement, "current period distributed" section. Ms. Schmidt will follow up with the Tax Collector regarding this request along with the question about whether or not interest is received on the funds and if that interest is credited back to the BID.

**Business (action items):**

- Approval of October 28, 2009 meeting minutes

A motion was made by Ms. Ott, seconded by Ms. Lyon, to approve the October 28, 2009 meeting minutes as submitted. The minutes were approved on a unanimous voice vote.

- Consideration of the "Savor the Central Coast" event and potential SLOCTBID participation.

The Advisory Board discussed the "Savor the Central Coast" event at length. Ms. Lyon expressed concern about the timing and impacts of the event as the Morro Bay Harbor Festival was the same weekend. Mr. Hanchett spoke to the communications that has taken place between the SLO County Visitors and Conference Bureau and the Morro Bay Harbor Festival committee staff. Other members of the Advisory Board spoke to the need for the more and better communication between all involved.

It was the consensus of the Advisory Board that Mr. Hanchett's suggestion to ask Steve Burns of O'donnell lane LLC to come to the January 27<sup>th</sup> meeting to talk about the event.

- Consideration of interview process and time line for marketing firms who responded to the RFP.

The Advisory Board discussed the marketing firm interview process at great length. Mr. King provided copies of two spreadsheets that he put together, "compliance grid" and "budget comparison". Several suggestions were made about how the interview process would be structured. The final consensus was as follows:

- The interviews for marketing agencies who responded to the SLOCTBID Request for Proposal are **January 20, 2009**. The interviews will take place in the County Administrative Office, located at 1055 Monterey Street, D430 in San Luis Obispo. The interviews will be structured, timed and consist of a presentation and a set of standard questions.

- **Pre-Interview Requirements:**

Agencies will be required to submit by noon, January 15<sup>th</sup>, 2010 (to Ms. Schmidt) the following information:

- “RFP Submittals Budget Comparison” spreadsheet with actual dollar amounts in each category (the actual cost of the program itself, not including program management and administrative support);
- A prioritized ranking of the 5 things that each agency/team is best at;
- Each agency will be asked to develop a new marketing program, to include but not limited to, advertising, media communications, web strategy, branding if appropriate, that would bring together the wine industry and the unincorporated coastal area. Each agency would receive \$1,000 for the marketing program.

- **Interview Process:**

- Interviews will take place on January 20<sup>th</sup>, 2010 beginning at 10:15 a.m.; agencies will be assigned times alphabetically.
- Presentation will be structured as follows:
  - Agency presentation on the above developed marketing plan – 20 minutes (including questions from SLOCTBID Advisory Board)
  - 8-10 questions from (to be asked of all agencies) – 20 minutes
  - Agency questions of SLOCTBID Advisory Board – 5 minutes
- Agency representatives will be limited to 4 with, at a minimum, the account manager who would be assigned to the SLOCTBID account and a principal.
- The Advisory Board will rate agencies based on the categories on the “Compliance Grid” spreadsheet:
  - Qualifications
  - Understanding of the RFP request as well as the needs of the SLOCTBID
  - Approach to marketing the SLOCTBID
  - Response and completeness of the RFP
  - Creativity
  - Costs (including actual dollar amounts for program, management and administrative support)

Ms. Martin will work on the standard questions (at maximum 10) and the questions for agency relating to presentation (at a maximum 3).

Additionally, there was consensus that reference checks should be completed prior to the interviews. Mr. Hanchett will prepare three (3) basic questions to be used for the reference checks. Reference checks information should be distributed to Advisory Board members prior to the interview date. Reference checks were assigned as follows:

- SLO County Visitors and Conference Bureau: Ms. Fiege-Knollmann
  - Mental Marketing/TJA Advertising: Ms. Lyon
  - Verdin Marketing Inc. and REISTER: Ms. Martin
  - Barnett Cox and Associations: Mr. Masia
- Consideration of a sub-committee for the purposes of reviewing the chosen marketing firm's contract.

The Advisory Board discussed the need for a sub-committee to work with whatever marketing firm was chosen in developing a scope of work. After the brief discussion, Ms. Lyon, Mr. King and Mr. Hanchett were appointed to this sub-committee. Ms. Schmidt would work on the contract language per County requirements and prepare the item for approval by the Board of Supervisors.

**Future Agenda Items:**

For the January 27, 2010: discussion regarding hiring of an Administrative Assistant and the salary associated with the position. Ms. Schmidt will provide salary information from same type County job descriptions.

**Adjournment:** A motion was made by Ms. Ott, second by Mr. King, to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 3:21 p.m.