



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
MONDAY, OCTOBER 24, 2016
3:30 P.M.
ARROYO GRANDE CITY HALL CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE**

1. Public Comment
2. Approval of Minutes of July 25, 2016 Regular Meeting

Documents:

[TBID Item 2_Approval of 07-25-16 AGTBID Minutes.pdf](#)

3. Receive and File the Financial Report for Period Ending September, 2016

Documents:

[TBID Item 3_Financial Report for Period Ending Sept 2016.pdf](#)

4. Update from RG Pacific on Marketing Activity

Documents:

[TBID Item 4_Arroyo Grande Marketing Activity Report for TBID 10-24-16.pdf](#)

5. Consideration and Approval of Print Ad

Documents:

[TBID Item 5_Approval of Print Ad.pdf](#)

6. Consideration and Approval of Budget for Trade Shows

Documents:

[TBID Item 6_Budget for Trade Shows.pdf](#)

7. Consideration and Approval of New Meeting Schedule
8. Board Member Communications
9. Staff Communications
10. Adjournment

This agenda was prepared and posted pursuant to Government Code Section 54954.2. Agenda reports can be accessed and downloaded from the City's website at www.arroyogrande.org. If you would like to subscribe to receive email or text message notifications when agendas are posted, you can sign up online through our Notify Me feature.

If requested, the agenda shall be made available in appropriate alternative formats to persons with disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5400 as soon as possible and at least 48 hours prior to the meeting date.

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, JULY 25, 3:30 PM
ARROYO GRANDE CITY HALL CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE, CA

Board members Troi Hoffman and Rachel Lima (formerly Patranella) were present. Also present was Chamber representative Judith Bean, City representative Debbie Malicoat, Councilmember Jim Guthrie and Ray Galan of RG Pacific.

1. **Public Comment.** None.

2. **Approval of minutes of April 25, 2016.** Minutes were reviewed by the board.

Action: Board member Troi Hoffman moved to approve the minutes as presented. Board President Rachael Lima seconded the motion. Motion passed unanimously by voice vote.

3. **Financial report for period ending June, 2016.** Board members reviewed and discussed the financial report. City representative Debbie Malicoat explained that the June assessment will be posted to June even though it will be paid in July. It should be close to \$185,000 once the accrual is posted. Likewise, if there are invoices for June services in July, they will be posted back to June.

Action: Board member Troi Hoffman moved to approve the financials. Board President Rachael Lima seconded the motion. Motion passed unanimously by voice vote.

4. **Approval of FY 2015-16 Budget Amendment.** Judith Bean explained that some of the money approved from advertising came from another category, but that the budget was not revised to reflect the expense. Board President Rachel Lima made a motion to transfer \$32,000 from the Public Relations category to Advertising in the 2015-16 Budget. Board member Troi Hoffman seconded the motion. Motion passed unanimously by voice vote.

5. **Update from RG Pacific on Marketing Activity.**

- a. **Strawberry Festival virtual reality report.** Ray Galan said that they got great video at the Strawberry Festival and a number of photos. The virtual reality videos will be posted to You Tube. Ray said he would like to build a 1-page app. The board discussed it, but questioned whether it was necessary and tabled a decision.
- b. **Bus wrap report.** Ray Galan showed pictures of the bus wrap. He said he requested information from the bus company about the bus route. Judith Bean reviewed the agreement with the bus company. The first five months of marketing fees were free. A standard invoice of \$500 will be sent out on the first of each month after that. The board can extend the contract, keeping the same graphic for no additional fee.

TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

JULY 25, 2016

PAGE 2

- c. **Consideration and approval of 3-month timeline.** Ray Galan said the marketing committee suggested events and promotions at their meeting last week. Board member Troi Hoffman asked how much was being spent on boosting posts and who is being targeted. Ray Galan explained that they target 22+ and 32+ in Fresno, LA, Palmdale, San Diego, San Francisco, San Luis Obispo, San Jose, Ventura and Temecula.
- d. **Consideration and approval of website updates.** Ray Galan said they would like to give the website a fresh look. He said the giveaway worked well and they would like to hold a contest every quarter because of the great response.
- e. **Consideration and approval of additional videos.** Ray Galan said they would like to create several new videos. Judith Bean said this was something the committee supported. The videos would feature testimonials and entice people with a call to action.
- f. **Consideration and approval of Los Angeles Travel and Adventure Show.** Ray Galan presented an invoice for \$3,695 to participate in the LA show February 18, 19, 2017 at the Los Angeles Convention Center. It would be for a 10x10 booth. He proposed giving away VR glasses at the booth. Judith Bean said that the TBID still has several wine openers that were used as giveaways for the SAVOR the Central Coast event.
- g. **Consideration and approval of the Bay Area Travel and Adventure Show.** Ray Galan presented an invoice for \$3,695 to participate in the Bay area show February 11, 12, 2017 at the Santa Clara Convention Center. It would be for a 10x10 booth. He proposed giving away VR glasses at the booth.

Action: Board members discussed the proposals. Under item "C" Ray was directed to update the current ad every two months to keep it fresh. He was further directed not to target the 22+ population. Board members felt it would be more effective to target the 30+ population. Ray was asked to bring a copy of posts to the next meeting. The board felt the boosted posts should be targeted more specifically in different areas and that Thousand Oaks should be added to the list of places already being targeted. Ray was also directed to bring back costs for the proposed videos. Board President Rachel Lima moved to approve items "C" through "G". The number of videos will be determined after costs have been reviewed. Board member Troi Hoffman seconded the motion. Motion passed unanimously by voice vote.

6. **Consideration and Approval of AGGB Chamber Visitor Guide Back Page Ad.** Judith presented information on the 2017 Visitor Guide. Troi Hoffman said she felt it was important to support local city tourism promotion efforts.

Action: Board Member Troi Hoffman moved to approve the purchase of the back cover. Board President Rachael Lima seconded the motion. Motion passed unanimously by voice vote.

7. **Consideration and Approval of Future Visit San Luis Obispo Projects.** The Board discussed a mechanism to approve projects that fit into the TBID's mission but that require a quick turn-around time. Judith explained that sometimes they've missed opportunities to participate in countywide promotions because an answer is needed before the Board will meet.

TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

JULY 25, 2016

PAGE 3

Action. Board President Rachel Lima made a motion to allow TBID Administrator Judith Bean the ability to spend up to \$5,000 on a countywide promotion if the deadline for the project falls between regularly scheduled board meetings and a majority of the board approves it through an email vote. Board member Troi Hoffman seconded the motion. Motion passed unanimously by voice vote.

8. **Board member communications.** Board President Rachel Lima asked that her last name be updated on rosters and in all communications.

9. **Staff communications** Judith said she'd be on vacation in September when the TBID board regularly meets. The board agreed to change the date to October 3 at 3:30.

10. **Adjournment.** The Board meeting was adjourned at 5:08 p.m.

Approved by Board on _____

Revenue Status Report

CITY OF ARROYO GRANDE
 7/1/2016 through 9/30/2016

240 TOURISM BUSINESS IMPROVEMENT DISTRICT

0000 ----

<u>Account Number</u>	<u>Adjusted Estimate</u>	<u>Revenues</u>	<u>Year-to-date Revenues</u>	<u>Balance</u>	<u>Prct Rcvd</u>
0000.4000 TAX REVENUES					
0000.4016 TBID ASSESSMENTS	195,000.00	38,890.68	38,890.68	156,109.32	19.94
Total TAX REVENUES	195,000.00	38,890.68	38,890.68	156,109.32	19.94
0000.4300 USE OF MONEY AND PROPERTY					
0000.4301 INTEREST	0.00	-188.18	-188.18	188.18	0.00
Total USE OF MONEY AND PROPERTY	0.00	-188.18	-188.18	188.18	0.00
0000.4800 OTHER REVENUES					
0000.4801 OTHER REVENUE	5,000.00	0.00	0.00	5,000.00	0.00
Total OTHER REVENUES	5,000.00	0.00	0.00	5,000.00	0.00
0000.4900 TRANSFERS IN					
0000.4910 TRANSFERS IN - GENERAL FUND	5,000.00	0.00	0.00	5,000.00	0.00
Total TRANSFERS IN	5,000.00	0.00	0.00	5,000.00	0.00
Total TOURISM BUSINESS IMPROVEMENT DISTRICT	205,000.00	38,702.50	38,702.50	166,297.50	18.88
Grand Total	205,000.00	38,702.50	38,702.50	166,297.50	18.88

Expenditure Detail Report

CITY OF ARROYO GRANDE
 07/01/2016 through 09/30/2016

240 TOURISM BUSINESS IMPROVEMENT DISTRICT
4150 TOURISM BUSINESS IMPROVEMENT DISTRICT

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
5300 SERVICES						
5301 ADVERTISING	150,000.00	0.00	0.00	0.00	150,000.00	0.00
7/13/2016 invoice IN 13		7,916.66				
Line Description: TBID WEB MKTG, COMMUNICATIONS, Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, COMMUNICATIONS Check # 271833			
7/13/2016 invoice IN 1617100		425.00				
Line Description: CCTC-MEMBERSHIP DUES 16/17 Vendor: 010980 CENTRAL COAST TOURISM COUNCIL			Document Description : CCTC-MEMBERSHIP DUES 16/17 Check # 271786			
8/11/2016 invoice IN 14		3,695.00				
Line Description: TRAVEL & ADV SHOW-LA Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, COMM, WEBSITE, C Check # 272170			
8/11/2016 invoice IN 14		8,708.33				
Line Description: TBID WEB MKTG, COMM, WEBSITE, Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, COMM, WEBSITE, C Check # 272170			
8/11/2016 invoice IN 14		3,695.00				
Line Description: TRAVEL & ADV SHOW-SANTA CLARA Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, COMM, WEBSITE, C Check # 272170			
9/14/2016 invoice IN 15		50.00				
Line Description: LAETITIA VINEYARD & WINERY VOUE Vendor: 011023 RG PACIFIC LLC			Document Description : SEPT 16 TBID ONLINE MEDIA, ADV, W Check # 272573			
9/14/2016 invoice IN 15		184.18				
Line Description: BEACHWAY INN HOTEL STAY-WINE T Vendor: 011023 RG PACIFIC LLC			Document Description : SEPT 16 TBID ONLINE MEDIA, ADV, W Check # 272573			
9/14/2016 invoice IN 15		8,708.33				
Line Description: SEPT 16 TBID ONLINE MEDIA, ADV Vendor: 011023 RG PACIFIC LLC			Document Description : SEPT 16 TBID ONLINE MEDIA, ADV, W Check # 272573			
5301 ADVERTISING	150,000.00	33,382.50	33,382.50	0.00	116,617.50	22.26
5303 CONTRACTUAL SERVICES	47,500.00	0.00	0.00	0.00	47,500.00	0.00
7/13/2016 invoice IN 6134		1,416.66				
Line Description: TBID ADMIN FEE-JULY Vendor: 000038 ARROYO GRANDE AND GROVER			Document Description : TBID ADMIN FEE-JULY Check # 271772			

Expenditure Detail Report

CITY OF ARROYO GRANDE
 07/01/2016 through 09/30/2016

240 TOURISM BUSINESS IMPROVEMENT DISTRICT
4150 TOURISM BUSINESS IMPROVEMENT DISTRICT

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
5303 CONTRACTUAL SERVICES	(Continued)					
8/11/2016 invoice IN 6184			2,200.00			
Line Description: MEMBERSHIP DIRECTORY ADVERTISI			Document Description : MEMBERSHIP DIRECTORY ADVERTIS			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 272117			
8/11/2016 invoice IN 6183			1,689.39			
Line Description: TBID ANNUAL ADMIN FEE			Document Description : TBID ANNUAL ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 272117			
9/14/2016 invoice IN 6267			1,689.39			
Line Description: TDIB ANNUAL ADMIN FEE			Document Description : TDIB ANNUAL ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 272521			
5303 CONTRACTUAL SERVICES	47,500.00	6,995.44	6,995.44	0.00	40,504.56	14.73
5304 PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
Total SERVICES	197,500.00	40,377.94	40,377.94	0.00	157,122.06	20.44
5500 MISC. EXPENSES						
5503 MEMBERSHIPS & SUBSCRIPTIONS	5,500.00	0.00	0.00	0.00	5,500.00	0.00
5504 PUBLIC RELATIONS	45,000.00	0.00	0.00	0.00	45,000.00	0.00
Total MISC. EXPENSES	50,500.00	0.00	0.00	0.00	50,500.00	0.00
5900 TRANSFERS						
5910 TRANSFERS OUT - GENERAL FUND	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total TRANSFERS	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total TOURISM BUSINESS IMPROVEMENT DISTRICT	251,000.00	40,377.94	40,377.94	0.00	210,622.06	16.09
Grand Total	251,000.00	40,377.94	40,377.94	0.00	210,622.06	16.09

Arroyo Grande Marketing Activity Report for TBID 10/24/16

- Website
 - New Website is live with updated front end UI
 - More modern feel
 - Full page width look
 - More centered on events and navigation
 - Better activity experience pages
 - Strawberry Festival page created
- Tradeshows
 - Tradeshaw Budget Approval for both weekends
 - Who from AG will be attending
 - Number of guests and hotels
 - Hotels is expense we need to set
 - VR glasses with AG design as promotion item
- Marketing
 - Facebook
 - Facebook Ad Strategy
 - Approve ad strategy
 - Give recommendations
 - Followers increasing
 - Boost Updates
 - Contests
 - Wine Bottle Giveaway
 - Laetitia Winery participated
 - Discount on wine
 - One-month contest
 - For CA wine month
 - Several cities copied our approach 😊
 - Huge success with ad promotion and replies
 - Beer Feast Contest
 - Huge Success with replies and response
 - FB results and hits
 - 3 weeks
 - Winner won 2 VIP passes to event
 - Waiting for bob to send me pr material to create page on website
 - SEO
 - New site optimized
 - 301 redirects done
 - Holiday Press Release underway
 - Reaching out to blogger influencers to write about AG
 - Print
 - Bakersfield Magazine Story on AG
 - Provided AG imagery with help of Vivian

- Write up on AG
 - Getting 2 copies of magazine mailed to our offices
- Google Adwords
 - Updated Report
 - Ideas on target terms for holidays
 - Prepare for after holidays
 - Creating banners for retargeting
- Promotional Videos
 - Consideration of 2 AG videos to create
 - Under 1500 for 2 (under budget)
 - Wine Tasting
 - Farmers market
 - Ideas on other topics for next 2 videos

Ad Set Name	Delivery	Results	Reach	Cost per Result (USD)	Amount Spent (USD)
AG Likes (September)	active	402	18,531	\$ 0.37	\$ 149.85
California Wine Month	inactive	706	10,818	\$ 0.28	\$ 199.95
TOTAL			27,717		\$ 349.80

Period	Clicks	Impr.	CTR	Avg. CPC	Cost/Conv.	Conv. Rate	Conversions	Cost
September 1-30, 2016	275	20,693	1.33%	\$ 2.23	306.59	0.73%	2 \$	613.18

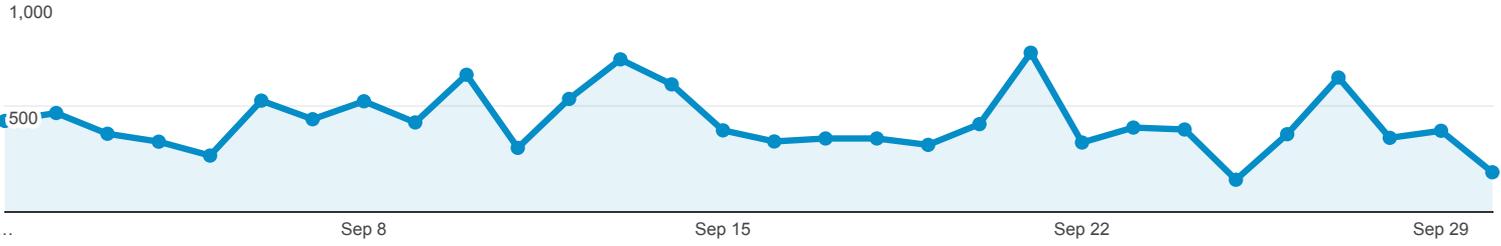
Sep 1, 2016 - Sep 30, 2016

Overview

All Users
100.00% Pageviews

Overview

Pageviews



Pageviews 12,525	Unique Pageviews 3,156	Avg. Time on Page 00:00:20	Bounce Rate 5.60%	% Exit 14.53%
----------------------------	----------------------------------	--------------------------------------	-----------------------------	-------------------------

Page	Pageviews	% Pageviews
1. /	3,708	29.60%
2. /giveaway/	1,449	11.57%
3. /play/	799	6.38%
4. /eventsposts/	764	6.10%
5. /stay/	620	4.95%
6. /dine/	422	3.37%
7. /annual-harvest-festival-parade/	353	2.82%
8. /arroyo-grande-annual-beer-feast-festival/	353	2.82%
9. /good-luck/	352	2.81%
10. /sip/	241	1.92%

Sep 1, 2016 - Sep 30, 2016

Acquisition Overview

All Users
100.00% Sessions

Primary Dimension:

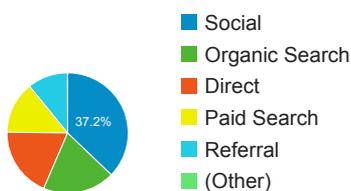
Conversion:

Top Channels

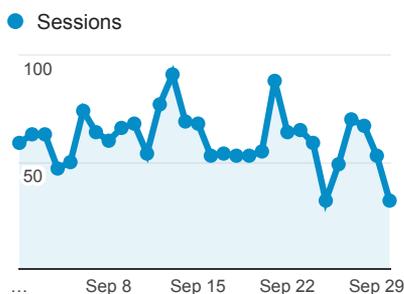
All Goals

[Edit Channel Grouping](#)

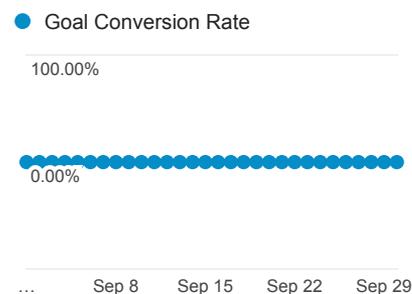
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	
	1,820	80.49%	1,465	5.60%	6.88	00:01:58	<p>Set up a goal. To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p>
1 Social	677			3.99%			
2 Organic Search	350			1.14%			
3 Direct	342			14.33%			
4 Paid Search	254			3.54%			
5 Referral	196			6.12%			
6 (Other)	1			100.00%			

To see all 6 Channels click [here](#).

Sep 1, 2016 - Sep 30, 2016

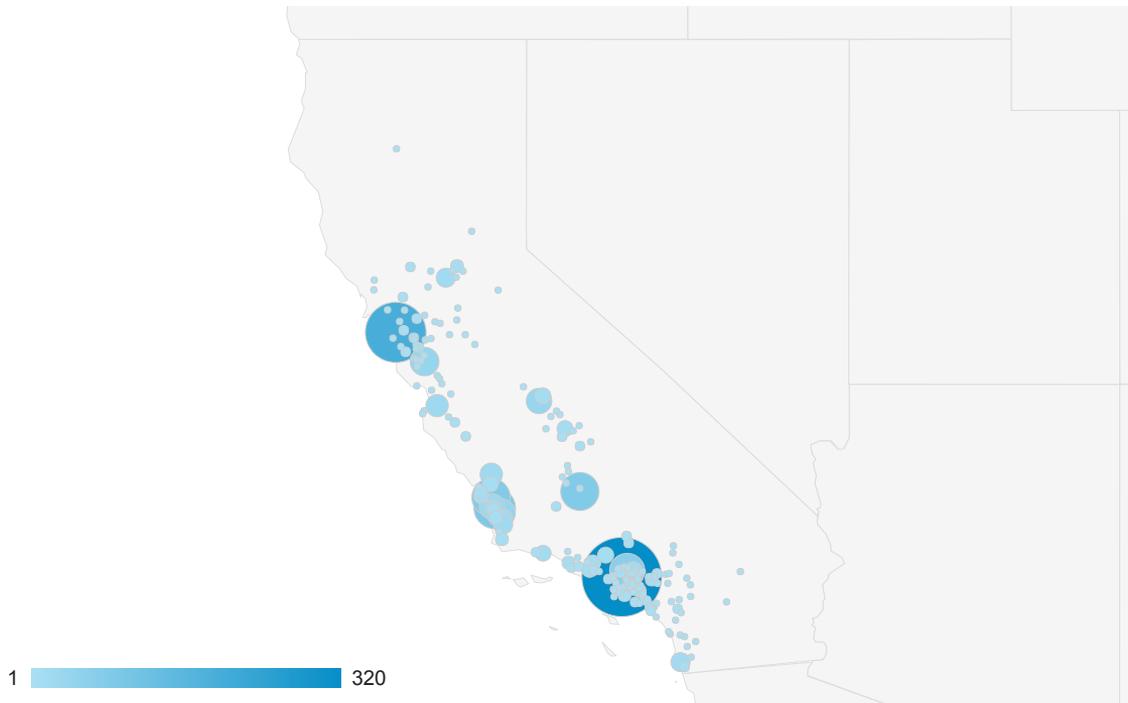
Location

ALL » COUNTRY: United States » REGION: California

All Users
86.37% Sessions

Map Overlay

Summary



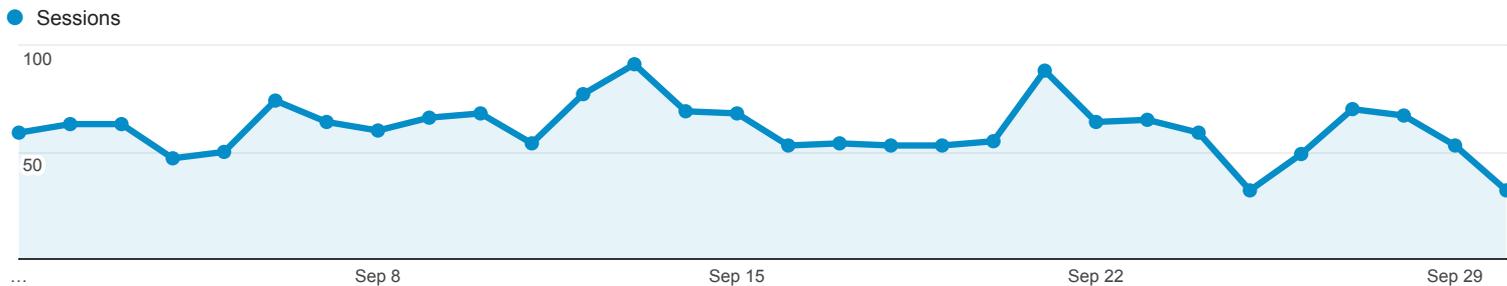
City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,572 % of Total: 86.37% (1,820)	79.71% Avg for View: 80.49% (-0.98%)	1,253 % of Total: 85.53% (1,465)	4.33% Avg for View: 5.60% (-22.82%)	6.97 Avg for View: 6.88 (1.28%)	00:01:52 Avg for View: 00:01:58 (-5.68%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Los Angeles	320 (20.36%)	82.19%	263 (20.99%)	7.50%	6.41	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	191 (12.15%)	80.63%	154 (12.29%)	3.66%	4.99	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Arroyo Grande	87 (5.53%)	86.21%	75 (5.99%)	1.15%	5.87	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Bakersfield	78 (4.96%)	80.77%	63 (5.03%)	3.85%	5.97	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Luis Obispo	78 (4.96%)	84.62%	66 (5.27%)	6.41%	6.67	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Pasadena	65 (4.13%)	16.92%	11 (0.88%)	0.00%	11.18	00:09:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Nipomo	39 (2.48%)	82.05%	32 (2.55%)	2.56%	8.59	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. San Jose	39 (2.48%)	76.92%	30 (2.39%)	5.13%	10.59	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Fresno	35 (2.23%)	85.71%	30 (2.39%)	8.57%	5.57	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Pismo Beach	29 (1.84%)	79.31%	23 (1.84%)	0.00%	5.79	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Sep 1, 2016 - Sep 30, 2016

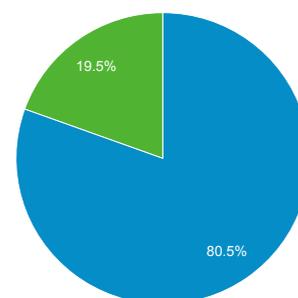
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	1,718	94.40%
2. en	15	0.82%
3. es-419	12	0.66%
4. c	10	0.55%
5. es-xl	9	0.49%
6. en-gb	8	0.44%
7. es-us	8	0.44%
8. zh-cn	4	0.22%
9. de	3	0.16%
10. en-ca	3	0.16%

DISCOVER



Vintage
California



EST. 1911
**ARROYO
GRANDE**
VINTAGE CALIFORNIA

www.visitarroyogrande.org

DISCOVER



Vintage
California



EST. 1911
**ARROYO
GRANDE**
VINTAGE CALIFORNIA

www.visitarroyogrande.org

DISCOVER



Vintage
California



EST. 1911
**ARROYO
GRANDE**
VINTAGE CALIFORNIA

www.visitarroyogrande.org

EST. 1911
**ARROYO
GRANDE**
VINTAGE CALIFORNIA

DISCOVER

*Vintage
California*

www.visitarroyogrande.org

EST. 1911
**ARROYO
GRANDE**
VINTAGE CALIFORNIA

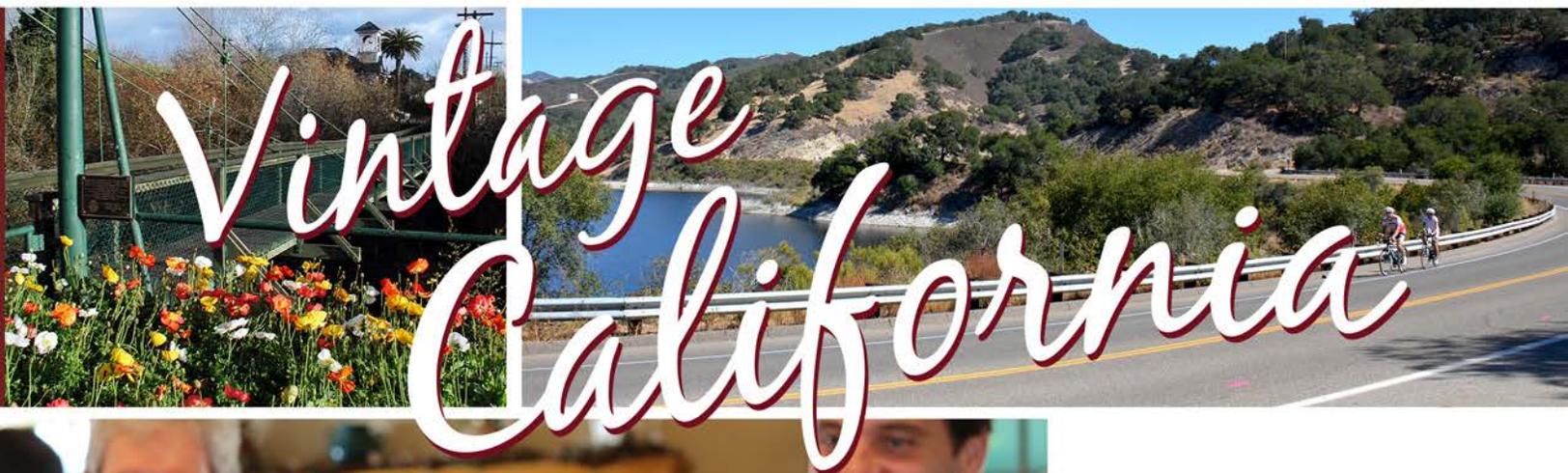
DISCOVER

*Vintage
California*

www.visitarroyogrande.org



DISCOVER



EST. 1911
ARROYO GRANDE
VINTAGE CALIFORNIA

www.visitarroyogrande.org



...and more

Trade Show Budgets

Bay Area

Exhibit Space	10' x 10'	\$ 3,695.00
Brochures and Brochure Holder		\$ 216.00
Google Cardboard VR with Custom Wrap		\$ 2,500.00
Drive from AG	177 miles	3 Hours
Gas (Round Trip)		\$ 50.00

Show

Space	\$ -	Paid
Materials	\$ 2,716.00	
Hosts (5)	\$ 1,530.00	
Hotel (x5)	\$ 4,260.00	5 rooms for 3 nights (at max)
	\$ 8,506.00	

Accommodations	Rate/Night		2 Nights	3 Nights
JW Marriott	\$ 284.00	No group rate offered	\$ 568.00	\$ 852.00
Ritz	\$ 489.00		\$ 978.00	\$ 1,467.00
Sheraton	\$ 284.00		\$ 568.00	\$ 852.00
Westin	\$ 360.00		\$ 720.00	\$ 1,080.00

		Hours	Rate	Total
Friday	Move In	8	12	\$ 96.00
Saturday	Set up	0.5	12	\$ 6.00
	Show	7	12	\$ 84.00
Sunday	Show	7	12	\$ 84.00
	Clean up	3	12	\$ 36.00
Total Show Hours		25.5	12	\$ 306.00