

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, FEBRUARY 9, 2017, 3:30 PM
ARROYO GRANDE COUNCIL CHAMBERS
215 E. BRANCH STREET, ARROYO GRANDE, CA

Board members Troi Hoffman, Rachel Lima and David Kastner were present. City Council representative Barbara Harmon, Chamber representative Judith Bean, and Ray Galan of RG Pacific were also present.

1. **Public Comment.** None.
2. **Approval of minutes of December 5, 2016.** Minutes were reviewed by the Board. Board member David Kastner pointed out a correction that he's a 21-year resident of the County, not of Arroyo Grande.

Action: Board member Troi Hoffman moved to approve the minutes as corrected. Board member Dave Kastner seconded the motion. Motion passed unanimously by voice vote.

3. **Receive and File the Financial Report for the Period Ending December 2016.** The financial report was deferred as the reports were unavailable.

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

- a. Ray Galan discussed the plan for the trade shows. Board member Troi Hoffman said she was hoping to attend both days. Ray Galan said a landing page, escapetoag.com was developed. The VR glasses and wine openers will be given out. Board member Troi Hoffman said a script would have to be developed with key words like "across from Pismo Beach, in San Luis Obispo County" to identify the area. Board member Dave Kastner will attend the Los Angeles show. Two booth workers have been hired.
- b. Ray Galan gave an update on marketing activities. Ray asked to allocate an advertising budget to push videos. He proposed creating two more videos before the end of June. The two new videos would focus on dining and breweries. Board member Dave Kastner suggested looking at rates for advertising via cable. He also said he would like to see a biking video.

Action: The board directed Ray Galan to put together a proposal for the two videos for consideration at the next meeting.

5. **Consideration and approval of advertising in USA Today.** The Board discussed the purchase of a display ad. A quarter page costs \$3,750.

TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD MEETING
PAGE 2

Action: Board member Dave Kastner made a motion to approve a quarter page display ad for \$3,750. Board member Troi Hoffman seconded the motion. Motion passed unanimously by voice vote.

6. **Consideration and Approval for Future Giveaways.** The Board discussed future giveaways and agreed that hotel stays are a good option for contests.
7. **Board Member Communications.** Board Chairwoman Rachel Lima announced she is resigning and moving out of the area. This is her last meeting. She indicated that her replacement is interested in serving on the TBID board.

Action: Board member Dave Kastner made a motion that board member Troi Hoffman take over duties of Chairwoman. Rachel Lima seconded the motion. Motion passed unanimously by voice vote.

8. **Staff Communications.** Judith reported that she'd been approached by the Pismo Jazz Jubilee about moving part of the festival to Arroyo Grande and their desire for sponsorship. Board member Troi Hoffman said the Basin Street Regulars are a good group. Councilwoman Barbara Harmon said she has been in contact with representatives of the organization who requested her assistance in renting the Woman's Center. Judith indicated the organization will submit a letter for funding at the next meeting.
9. **Adjournment.** The board meeting was adjourned at 5:05 p.m.

Approved by Board on 04-24-2017