

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, APRIL 24, 2017, 3:30 PM
ARROYO GRANDE COUNCIL CHAMBERS
215 E. BRANCH STREET, ARROYO GRANDE, CA

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

1. **Public Comment.** None.

2. **Approval of Minutes of February 9, 2017 Meeting.** Minutes were reviewed by the board.

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

3. **Receive and File the Financial Report for the Period Ending March 2017.** The financials were reviewed and filed.

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

- a. Ray Galan presented results of the trade shows. Between the two shows, he reported 1,000 people signed up to receive ongoing communications. He said that only half of the VR glasses were handed out. A blog with pictures was created for the website.
- b. Ray Galan said the first set of videos promoting wine and Farmers Market have been promoted for the last month. The Farmers Market video has been viewed more. The Board discussed future videos. Board Chairwoman Troi Hoffman said a future video should capitalize on promoting local restaurants, biking and hiking. Councilwoman Ray said the Talley Fun Run was coming up on May 16 and suggested it would make great footage. The board agreed that four additional videos should focus on restaurants, hiking, cycling, ziplining and kitesurfing.

Action: Board member Dave Kastner moved to approve \$4,500 for an additional four videos. Board Chairwoman Troi Hoffman seconded the motion. Motion passed unanimously by voice vote. The board directed Ray Galan to get video footage of Amgen and the Talley Fun Run.

5. **Update on Matador Video.** Judith Bean said a rough cut of the video has been completed. It did not include the Arroyo Grande logo, so she asked to have that included. The final cut should be available very soon.

6. **Consideration and Approval of Sponsorship Proposal for the Jazz Jubilee.** The board reviewed the sponsorship proposal. Jubilee representative Rhonda Cardinal was present. She said the funds would be used to help cover the costs of buses that will run between the

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hotels and performance venues. They would also like to make runs into the village. She said they would like to place some of their musicians at locations in the village for free concerts during the days of the festival. Board member Troi Hoffman asked about the name of the festival. It's been traditionally known as the Jubilee by the Sea, but last year was dubbed the Pismo Jazz Jubilee. She pointed out if it was in Arroyo Grande, and the TBID supported a substantial sponsorship, that it should either have both cities in the name, or neither. She added that since our main visitors are seniors, families and those who travel with pets, she felt the \$15,000 sponsorship was well worth it. Ray Galan suggested building a campaign with tickets and hotel stays.

Action: Board Chairwoman Troi Hoffman made a motion that if Pismo Beach is not the headliner, and both cities share the exposure, and Arroyo Grande receives the same promotion through advertising, she recommends approval of a \$15,000 grant. Board member Dave Kastner seconded the motion. Motion passed unanimously by voice vote.

- 7. Consideration and Approval of FY 16-17 Annual Report.** Ray Galan presented a draft of the annual report. He pointed out that the visitor profile has changed and now more men are viewing the website than women. Judith Bean pointed out the USA Today advertising that was done still needed to be added. Board Chairwoman Troi Hoffman said the TBID should focus on North Los Angeles County, South San Francisco Bay Area and the valley and target families, seniors and people who travel with pets. Ray Galan said he'd like to attend three trade shows next year and mentioned AARP, NTA and Pow Wow. Dave Kastner said if we were going to do more trade shows, there should be a flier or a map showing where Arroyo Grande is located. Councilwoman Ray said it could even be on a business card. Chairwoman Troi Hoffman said they've had a lot of success with a large visual at the booth. Judith Bean asked for direction regarding the final budget. The board discussed the report, but agreed they were not ready to sign off on the section dealing with plans for next year and asked that Ray leave it out of the final version.

Action: Board Chairwoman Troi Hoffman made a motion to approve the final report with changes identified. Board member Dave Kastner seconded the motion. Motion passed unanimously by voice vote.

- 8. Board Member Communications.** Board member Dave Kastner said he would like to see quarterly updates sent to hotels in the TBID.
- 9. Staff Communications.** None.
- 10. Adjournment.** The board meeting was adjourned at 5:00 p.m.

Approved by Board on 07-27-2017