

SPECIAL MEETING
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MINUTES – THURSDAY, AUGUST 6, 2009

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MIKE CASOLA,
MICHELE JACQUEZ, VALERIE SEYMOUR, JOAN SOLU

MEMBERS ABSENT: NICK MENDOZA

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI, TJA ADVERTISING
JEREMY LaDUQUE, ELEMENTS WEB DESIGN

I. CALL TO ORDER

Chair Solu called the meeting to order at 2:00 P.M.

II. PUBLIC COMMENT PERIOD

None

III. DISCUSSION OF THE BUDGET

John Sorgenfrei introduced Jeremy LaDuque from his office and then spoke of some other new employees at TJ Advertising.

Mr. Sorgenfrei stated the target for the next meeting would be an in depth look at the website both front and back.

Mr. Sorgenfrei began with a brief description of the public relations campaign and submitted a handout.

Mr. Sorgenfrei moved forward with the spreadsheet of the budget. He explained it is a result of the budget sub-committee meeting. Mr. Sorgenfrei also explained the budget holds a large contingency due to the unknowns with the economy as well as the possibility of last-minute “deals”. The radio remotes have been removed; National Geographic Traveler and Frommers Budget Traveler advertisements have been added as well as San Jose Mercury News, Los Angeles Travel page, and money to Coastal Living and less to Sunset Magazine.

Contingency fund possible uses: 805 Living, LA Magazine, Skywest Magazine. Also, the sub-committee decided to try a new market - San Diego was decided, which is the Statement Magazine.

The sub-committee discussed providing a newsletter on a quarterly basis to the hoteliers about what the Tourism Business Improvement District is doing.

Mr. Sorgenfrei recommended attending the following upcoming trade shows: Sunset Magazine, LA Travel, and NTA.

Overall, the total budget has been reduced by \$93,000, (portrayed as the contingency fund).

MOTION: Member Jacquez moved the Board approve the Budget for Fiscal Year 2009/2010. The motion was seconded by Member Candela and carried with Member Seymour voting no. (5-1)

IV. DECLARATION OF FUTURE AGENDA ITEMS

V. ADJOURNMENT

MOTION: Member Jacquez moved the Board adjourn the meeting. The motion was seconded by Member Candela and carried unanimously. (6-0)