

## MEMORANDUM

**TO:** CITY COUNCIL

**FROM:** DIANNE THOMPSON, CITY MANAGER

**SUBJECT:** CONSIDERATION OF APPOINTMENTS TO THE VISIT SAN LUIS OBISPO ADVISORY COMMITTEE

**DATE:** NOVEMBER 10, 2015

### **RECOMMENDATION:**

It is recommended the Council appoint a Council Member and City Manager Thompson to the Visit San Luis Obispo Advisory Committee ("Advisory Committee").

### **IMPACT TO FINANCIAL AND PERSONNEL RESOURCES:**

There is no financial impact from this item and minimal impact on staff time for attending meetings.

### **BACKGROUND:**

On January 13, 2015, the City Council adopted Resolution No. 4644 granting consent to the County of San Luis Obispo to form the San Luis Obispo County Tourism Marketing District (SLOCTMD). The SLOCTMD includes the City of Arroyo Grande and its purpose is to promote lodging businesses in San Luis Obispo County.

The County is establishing an Advisory Committee for the SLOCTMD and has requested appointment of an elected official and the city manager/administrator from each participating jurisdiction to serve on the Committee. The Advisory Committee will be comprised of 10-20 elected officials and city managers who will participate in semi-annual meetings and report back to the communities they represent with programming updates and overall metrics demonstrating the impact of the SLOCTMD on the County and cities. Each participating community will determine its representative(s) to the committee.

### **ANALYSIS OF ISSUES:**

In order to move forward with the objectives outlined in the SLOCTMD's Management District Plan, an Advisory Committee is being established to update participating agencies on the progress the District is making and the scope of work for the coming months.

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CONSIDERATION OF APPOINTMENTS TO THE VISIT SLO COUNTY ADVISORY  
COMMITTEE  
NOVEMBER 10, 2015  
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As noted above, the plan calls for the establishment of an Advisory Committee made up of the city manager/administrator from each jurisdiction along with one elected official from each area and a similar format for the county representation. For continuity, it was suggested the city council member who functions as the liaison for its local tourism committee be established as the elected official. Council Member Guthrie is currently serving as the City's primary representative on the Arroyo Grande Tourism Committee.

The first meeting of the Advisory Committee has been scheduled for Thursday, December 3, 2015 from 3:30 pm to 5:00 pm. The meeting will be held at the Embassy Suites in San Luis Obispo.

**ALTERNATIVES:**

The following alternatives are provided for the Council's consideration:

1. Appoint a Council Member and City Manager Thompson to the Visit SLO County Advisory Committee; or
2. Provide other direction to staff.

**ADVANTAGES:**

Representation will provide support for efforts to increase tourism in the City and the County.

**DISADVANTAGES:**

No disadvantages regarding this item have been identified.

**ENVIRONMENTAL REVIEW:**

No environmental review is required for this item.

**PUBLIC NOTIFICATION AND COMMENTS:**

The agenda was posted in front of City Hall on Thursday, November 5, 2015 and the agenda and staff report were posted on the City's website on Friday, November 6, 2015.

**ATTACHMENTS:**

1. Correspondence from Chuck Davison, President & CEO, Visit San Luis Obispo County
2. City Council Resolution 4644

**From:** Visit San Luis Obispo County [<mailto:brendan@VisitSanLuisObispoCounty.com>]  
**Sent:** Friday, October 23, 2015 9:34 AM  
**To:** Dianne Thompson  
**Subject:** Visit San Luis Obispo County Advisory Committee Meeting - December 3

A memo from Visit San Luis Obispo County

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### **Visit San Luis Obispo County Advisory Committee Meeting - December 3**

MEMO TO: City Managers/County Administrator

FROM: Chuck Davison, President & CEO

SUBJECT: Visit San Luis Obispo County Advisory Committee Meeting - December 3

The Tourism Marketing District is now in its fourth month, and as we continue to move forward with the objectives outlined in the Management District Plan I would like to work towards scheduling our first Advisory Committee meeting to update you on the progress we are making and the scope of work for the coming months.

**As noted below**, the plan calls for the establishment of an Advisory Committee made up of the **city manager from each jurisdiction along with one elected official from each area and a similar format for the county representation**. For continuity, we suggest the city councilperson who functions as the liaison for your local tourism BID be established as the elected official, but you are free to select any elected official you wish.

After a review of the city calendars, we have selected Thursday, December 3rd from 3:30pm to 5:00pm for the first meeting. The meeting will be held at the [Embassy Suites, San Luis Obispo](#) (333 Madonna Rd, San Luis Obispo, CA 93405).

During the meeting, we wish showcase a number of items including our new shoulder season creative campaign and our inclusion in Visit California's latest national and international television spot. We will also provide an overview of the funds collected and their allocation, present a high-level overview of our new countywide crisis communication

plan, discuss new programs, including two major research initiatives, and answer any questions you might have.

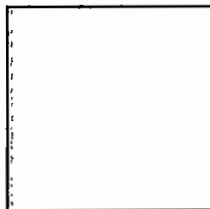
Please **RSVP** to [Brendan Pringle](#), and provide the **name** and **contact information** for the **elected official representing your area**. We look forward to your attendance.

Thank you,

Chuck Davison, President & CEO  
Visit San Luis Obispo County

### **Advisory Committee**

*An advisory committee will be formed. The advisory committee will be comprised of 10-20 elected officials and city managers, who will participate in semi-annual meetings and liaise back to the communities they represent with programming updates and overall metrics demonstrating the impact of the TMD on the County and cities. Each participating community will determine its representative(s) to the committee.*



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**Our mailing address is:**  
Visit San Luis Obispo County  
835 12th Street, #204  
Paso Robles, CA 93446

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**RESOLUTION NO. 4644**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARROYO GRANDE,  
STATE OF CALIFORNIA, GRANTING CONSENT TO THE COUNTY OF SAN LUIS  
OBISPO TO FORM THE SAN LUIS OBISPO COUNTY TOURISM MARKETING  
DISTRICT (SLOCTMD)**

**WHEREAS**, the County of San Luis Obispo is beginning the process of forming a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code sections 36600 et seq., to promote lodging businesses in San Luis Obispo County.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Arroyo Grande, that:

Section 1: The above recital is true and correct.

Section 2: The City Council consents to the County of San Luis Obispo forming the SLOCTMD, which District shall include the City of Arroyo Grande.

Section 3: The Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Board.

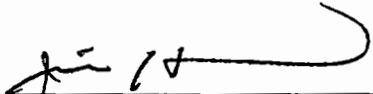
Section 4: This Resolution is effective upon its adoption.

On motion of Council Member Guthrie, seconded by Council Member Barneich, and on the following roll call vote, to wit:

**AYES:** Council Members Guthrie, Barneich, Brown, Harmon, and Mayor Hill  
**NOES:** None  
**ABSENT:** None

the foregoing Resolution was passed and adopted this 13<sup>th</sup> day of January, 2015.

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\_\_\_\_\_  
JIM HILL, MAYOR


ATTEST:

  
\_\_\_\_\_  
KELLY WETMORE, CITY CLERK

APPROVED AS TO CONTENT:

  
\_\_\_\_\_  
DEBORAH MALICOAT, ACTING CITY MANAGER

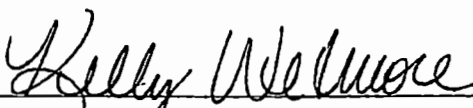
APPROVED AS TO FORM:

  
\_\_\_\_\_  
TIMOTHY J. CARMEL, CITY ATTORNEY

**OFFICIAL CERTIFICATION**

I, **KELLY WETMORE**, City Clerk of the City of Arroyo Grande, County of San Luis Obispo, State of California, do hereby certify under penalty of perjury, that the attached Resolution No. 4644 was passed and adopted at a regular meeting of the City Council of the City of Arroyo Grande on the 13<sup>th</sup> day of January, 2015.

**WITNESS** my hand and the Seal of the City of Arroyo Grande affixed this 15<sup>th</sup> day of January, 2015.

  
\_\_\_\_\_  
**KELLY WETMORE, CITY CLERK**

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