



Promotional Coordinating Committee
AGENDA

Wednesday, December 13, 2023, 5:30 p.m.
City Hall, 990 Palm Street, San Luis Obispo

The Promotional Coordinating Committee holds in-person meetings. Zoom participation will not be supported at this time.

INSTRUCTIONS FOR PUBLIC COMMENT:

Public Comment prior to the meeting (must be received 3 hours in advance of the meeting):

Mail - Delivered by the U.S. Postal Service. Address letters to the City Clerk's Office at 990 Palm Street, San Luis Obispo, California, 93401.

Email - Submit Public Comments via email to advisorybodies@slocity.org. In the body of your email, please include the date of the meeting and the item number (if applicable). Emails *will not* be read aloud during the meeting.

Voicemail - Call (805) 781-7164 and leave a voicemail. Please state and spell your name, the agenda item number you are calling about, and leave your comment. Verbal comments must be limited to 3 minutes. Voicemails *will not* be played during the meeting.

**All correspondence will be archived and distributed to members, however, submissions received after the deadline may not be processed until the following day.*

Public Comment during the meeting:

Meetings are held in-person. To provide public comment during the meeting, you must be present at the meeting location.

Electronic Visual Aid Presentation. To conform with the City's Network Access and Use Policy, Chapter 1.3.8 of the Council Policies & Procedures Manual, members of the public who desire to utilize electronic visual aids to supplement their oral presentation are encouraged to provide display-ready material to the City Clerk by 12:00 p.m. on the day of the meeting. Contact the City Clerk's Office at cityclerk@slocity.org or (805) 781-7114.

1. CALL TO ORDER

Chair Welch will call the Regular Meeting of the Promotional Coordinating Committee to order.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

At this time, people may address the Committee about items not on the agenda. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

3. CONSENT

3.a	<u>MINUTES OF THE REGULAR MEETING ON NOVEMBER 8, 2023</u>	5
3.b	<u>2023-24 COMMUNITY PROMOTION BUDGET REPORT</u>	9
3.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	11
3.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	13
3.e	<u>SLO CHAMBER GRANT SUPPORT REPORTS</u>	15
3.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	17

4. PRESENTATIONS

4.a **PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE**

Representative from the SLO Chamber will present the report for the public relations activities that occurred over the past month.

4.b **ARTOBER RECAP**

Staff and contractors will present the results from the ARTober program.

5. BUSINESS ITEMS

5.a **EAT LOCAL BONUS & SLO RESTAURANT WEEK**

Staff will present this year's Eat Local Bonus and SLO Restaurant Week program plans for review and input.

5.b 2024-25 CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT PROGRAM

The committee will discuss the status of the program overall and any modifications that should be made to the process for FY 2024-25.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a GRANT SUPPORT LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: November 8, 2023

6.d TOURISM PROGRAM UPDATE – Staff Report

19

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for January 10, 2024 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

LISTENING ASSISTIVE DEVICES are available -- see the Clerk

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk's Office at (805) 781-7114 at least 48 hours before the meeting, if possible. Telecommunications Device for the Deaf (805) 781-7410.

Agenda related writings or documents provided to the Promotional Coordinating Committee are available for public inspection on the City's website, under the Public Meeting Agendas web page: <https://www.slocity.org/government/mayor-and-city-council/agendas-and-minutes>. Meeting video recordings can be found on the City's website:

<http://opengov.slocity.org/WebLink/Browse.aspx?id=61002&dbid=0&repo=CityClerk>



Promotional Coordinating Committee Minutes

November 8, 2023, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member John Thomas, Vice Chair Lori Larian, Chair Samantha Welch

PCC Members Absent: Committee Member Clint Pearce, Committee Member Anni Wang, Committee Member Robin Wolf

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on November 8, 2023 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Welch.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Committee Member Thomas

Second By Committee Member Forsberg

To approve Consent Items 3a. through 3f.

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Vice Chair Larian, and Chair Welch

Absent (3): Committee Member Pearce, Committee Member Wang, and Committee Member Wolf

- 3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 11, 2023
- 3.b 2023-24 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT
- 3.d SLO CHAMBER GUEST SERVICES REPORT
- 3.e SLO CHAMBER GRANT SUPPORT REPORT
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West, SLO Chamber presented the report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.b SUPPORT LOCAL QUARTERLY REPORT

Ashley Scarcella, Verdin presented the report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.c PUBLIC ART PROMOTION PROGRAM REPORT

Ashley Scarcella, Verdin presented the report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a BUY LOCAL & EAT LOCAL BONUS PROGRAM PLANS

Economic Development & Tourism Manager Molly Cano and Tourism Analyst Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

A member of the public (unnamed) asked clarifying questions and staff responded.

--End of Public Comment--

Action: No action taken on this item.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a GIA LIAISON REPORT – Liaison Assignments

No reports on this item.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

No Community Outreach Updates.

6.c TBID BOARD REPORT – TBID Meeting Minutes: OCTOBER 11, 2023

Economic Development and Tourism Manager Molly Cano and Tourism Analyst Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

Economic Development & Tourism Manager Molly Cano provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:42 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 13, 2023 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY PROMOTIONAL COORDINATING COMMITTEE: XX/XX/202X

Community Promotions Budget 2023-24

Budget 2023-24	Amount
Budget	\$ 411,735
Total Budget	\$ 411,735

Expenditure Last Updated 12/5/2023

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 40,000	\$ 60,000	GIA Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000		Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 53,243	\$ 25,000	\$ 28,243	Various
Visitor Services Contract	\$ 121,275	\$ 121,275		Chamber of Commerce
Public Relations Contract	\$ 50,000	\$ 50,000		Chamber of Commerce
Printed Maps	\$ 7,500	\$ -	\$ 7,500	Chamber of Commerce
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 44,735	\$ 44,735		City Administration
Total	\$ 411,753	\$ 311,010	\$ 100,743	



Report to City of SLO – TBID and PCC
Public Relations Contract
 November 2023

PR ACTIVITY					
Implementation/Proactive Work					
Hosted mountain bike Youtuber Tony DaSilva					
Continued planning for travel writer Erica Zazo's upcoming visit					
Continued planning for travel writer Matthew Meltzer's upcoming visit					
Began planning for travel writer E'Louise Ondash's upcoming visit					
Implemented communications/PR copy and strategy for Buy Local Bonus					
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign					
Worked with Noble on the quarterly visitslo.com media center update					
Responsive leads					
Pitched "Only in California Black Friday Deals" and "Glitz and Glam: Ringing in the New Year" story ideas to Visit California					
Met with Wine Country Media team to explore potential partnerships					
Partnerships					
Continued planning for SoCal Spring Media Mission with DCI					
Continued planning for group FAM during the Film Festival with DCI and SLO International Film Festival					
Coordinated with the City and Downtown SLO on holiday happenings and local promotions					
Attended a planning session for 2024 Visit SLO PR work with the City					
Launch for Buy Local Bonus in partnership with the City, Verdin and Badger Branding					
Continue planning for Eat Local Bonus in partnership with the City, Verdin and Badger Branding					
Met with Visit SLO CAL's PR team					
Attended the TBID's Partner Reception					
PUBLICATION	PLACEMENTS	UVP	AD VALUE	PILLARS	RESULT OF
KSBY	Shop in San Luis Obispo this holiday season and you could earn a \$25 gift card.	478,000	\$19.77	Support Local	PROACTIVE PITCHING
KCBX	Downtown SLO businesses brace for holiday shopping with annual city program	22,000.00	\$1.21	Support Local	PROACTIVE PITCHING
KSBY	Holiday happenings in San Luis Obispo	478,000	\$19.77	Family	PROACTIVE PITCHING
VISIT CALIFORNIA	California Holiday Getaways	230,243.00		Cultural	PROACTIVE PITCHING
VISIT CALIFORNIA	Only-in-California Black Friday Deals				PROACTIVE PITCHING
YAHOO NEWS	'What's a San Luis Obispo?' California city trends after new Spotify Wrapped feature confuses users	180,340,000.00	\$109,863.11	Cultural	
TIME	A Breakdown of Spotify Wrapped's Suggested Sound Towns	17,450,000.00	\$6,279.19	Cultural	
MEDIUM	The 2023 Wine Harvest	70,560,000.00	\$6,500.13	Beer/Wine	
WINE ENTHUSIAST	Hook, Wine and Sinker: The SLO Coast AVA Is a Maritime Oasis	408,000.00	\$84.33	Beer/Wine	
MSN	10 Most Popular Wine Countries In California, Ranked By Visitor Experience	67,150,000.00	\$15,444.86	Beer/Wine	
TRAVEL NOIRE	san luis obispo - Travel Noire	904,000.00	\$34.22	Cultural	
TRAVEL NOIRE	Things To Do In San Luis Obispo	904,000.00	\$34.22	Cultural	
THE TRAVEL	10 Best Places To Retire Across America	2,670,000.00	\$97.51	Cultural	
EXPLORE	Festive Inns For A Classic Country Christmas	632,000.00	\$0.12	Family	
PASO ROBLES DAILY NEWS	Downtown San Luis Obispo announces upcoming holiday happenings.	85,000.00	\$6.39	Family	
PASO ROBLES DAILY NEWS	Downtown SLO Holiday events kick off this Friday	85,000.00	\$6.39	Family	
MUSTANG NEWS	The City of San Luis Obispo celebrates 40 years as a recognized "Tree City" in the U.S.	347,000.00	\$8.80	Sustainability	
TOTALS					
		15	341,535,000.00	\$122,914.41	
		TOTAL YTD	507,001,692.00	\$386,053.90	
		70	848,536,692.00	\$508,968.31	

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

NOVEMBER 2023

VISITOR INTERACTION			
	Nov 2022	Oct 2023	Nov 2023
Walk-ins	5,465	6,719	6,242
Phone Calls	1,580	116	173
Emails & Digital	1,273	1,079	1,389

CALLS TO 877-SLO-TOWN			
	Nov 2022	Oct 2023	Nov 2023
Calls	90	14	26

HOTEL REFERRALS			
	Nov 2022	Oct 2023	Nov 2023
Referrals	1,273	63	56

HOTEL AVAILABILITY TRACKER			
	Nov 2022	Oct 2023	Nov 2023
Email	87	127	154
Phone Calls	445	281	211

INFORMATION REQUESTS		
	Nov 2022	Nov 2023
Fulfilled	N/A	12

EVENTS SHARED		
	Nov 2023	YTD
VisitSLO.com	84	294

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	23%
Australia/NZ	23%
UK	15%
N. America	23%
C. America	15%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	5%
Southwest	12%
Midwest	25%
South	35%
East Coast	23%
<i>California Travelers</i>	
Northern CA	17%
Central Coast	68%
Central Valley	4%
Desert	0%
Southern CA	11%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Qualifying businesses getting ready for the Buy Local Bonus program	
2) Launched the Buy Local Bonus program to all of our locals and visitors	
3) Hired a new Visitor Center Manager - Jessica Blanco	

November 2023 Grants-in-Aid and Cultural Arts & Community Promotions Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
RACE Matters SLO County	Belonging 2023: Braiding Water	X	X							
Central Coast Shakespeare Festival	Love's Labor Lost	X	X		X					
Orchestra Novo	Orchestra Novo Goes Hollywood, Pops ON The Sequel	X			X					
SLO Symphony	SLO Symphony 2023-2024 Classics Season	X	X		X	X				
Festival Mozaic	Mozart in the Mission	X			X	X				
Hospice SLO County	Light Up A Life	X	X		X	X				
Central Coast Roller Derby (CCRD, Inc.)	Central Coast Roller Derby 2023 Home Bouts	X	X		X	X				
Downtown SLO	27th Annual Concerts in the Plaza	X	X		X	X				
San Luis Obispo Master Chorale	Chants Encounter; Holiday Festival; All-Night Vigil	X	X	X	X	X				
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X	X				
Cal Poly Corporation (on behalf of Cal Poly Arts)	Cal Poly Arts Jazz Series	X								
Canzona Women's Ensemble	Weaving Women's Voices									
Central Coast Ag Network dba City Farm SLO	3rd Annual Sheep Shearing Shindig						X			
Civic Ballet of SLO	West Side Story									
Five Cities Diversity Coalition DBA Diversity Coalition of SLO County	Women of Color Symposium									
Foundation of the Performing Arts Center	NORTH: The Musical	X								
History Center of SLO County	Opening Day at the Dallidet									
Saint Andrew Greek Orthodox Church	San Luis Obispo Greek Festival									

SLO Beaver Brigade	2nd Annual SLO County Beaver Festival							X				
SLO Climate Coalition	SLO County Earth Day Fair											
SLO International Film Festival	SLO International Film Festival											
SLO Museum of Art	Adam Parker Smith Exhibition	X										
SLO Repertory Theatre	Beehive - The 60s Musical											

*Black is current month, gray is past work
White boxes are GIA recipients, gray boxes are CACP recipients*

Boxes marked with "D" indicate that recipients knew about service and declined to utilize.

23 Total; 15 served to date or in progress

EC- Confirmed/added event(s) in local **Event Calendars**, including: SLO CAL, SLO Chamber, SLO Happenings

PR- Included event(s) in seasonal **Press Release** sent to local/regional media outlets

PC- Spoke with recipient(s) via **Phone Call** to review/discuss promotional opportunities and answer questions

VC- Prominently displayed printed promotional materials in **Visitor Center**; brochures, posters, etc.

SM- Promoted event(s) on SLO Chamber **Social Media** channels via press release from recipients

MTG- **Met with Groups** in person and offered public relations advice and support

ST- **Sold/are currently selling Tickets** for event(s) through the Visitor Center

HD - Included printed promotional material in **Hotel Distribution**

DS - Recipient **Declined Services**

TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	Change +/- to previous FY
July	\$ 508,195	\$ 541,806	\$ 591,184	\$ 636,778	\$ 699,845	\$ 761,346	\$ 844,845	\$ 877,391	\$ 861,241	\$ 884,317	\$ 913,019	\$ 530,064	\$ 1,214,080	\$ 1,300,061	\$ 1,244,066	-4.3%
August	\$ 511,564	\$ 542,194	\$ 574,395	\$ 623,655	\$ 674,244	\$ 732,271	\$ 774,501	\$ 765,232	\$ 728,932	\$ 775,513	\$ 826,465	\$ 623,523	\$ 992,620	\$ 1,089,326	\$ 1,035,032	-5.0%
September	\$ 400,023	\$ 437,543	\$ 490,524	\$ 508,583	\$ 505,954	\$ 557,002	\$ 643,127	\$ 650,117	\$ 693,704	\$ 682,810	\$ 720,414	\$ 660,405	\$ 965,595	\$ 1,040,391	\$ 1,006,918	-3.2%
October	\$ 414,870	\$ 442,586	\$ 437,805	\$ 469,977	\$ 509,435	\$ 594,032	\$ 642,221	\$ 628,049	\$ 601,208	\$ 650,101	\$ 711,393	\$ 632,733	\$ 889,485	\$ 986,882	\$ 885,339	-10.3%
November	\$ 280,913	\$ 330,924	\$ 347,437	\$ 359,163	\$ 425,769	\$ 475,360	\$ 468,016	\$ 497,162	\$ 513,487	\$ 556,885	\$ 593,403	\$ 422,488	\$ 722,487	\$ 772,110		
December	\$ 246,684	\$ 274,417	\$ 314,784	\$ 319,451	\$ 355,315	\$ 391,132	\$ 429,600	\$ 434,836	\$ 473,701	\$ 488,296	\$ 488,757	\$ 236,391	\$ 638,253	\$ 630,527		
January	\$ 230,279	\$ 256,351	\$ 276,165	\$ 302,153	\$ 331,853	\$ 400,239	\$ 387,304	\$ 396,559	\$ 415,690	\$ 465,547	\$ 520,813	\$ 302,621	\$ 557,369	\$ 526,691		
February	\$ 273,373	\$ 302,246	\$ 323,359	\$ 344,160	\$ 366,980	\$ 431,510	\$ 466,915	\$ 439,735	\$ 503,451	\$ 524,327	\$ 596,021	\$ 426,144	\$ 716,045	\$ 718,467		
March	\$ 326,099	\$ 333,783	\$ 392,266	\$ 426,879	\$ 448,103	\$ 520,795	\$ 559,235	\$ 549,642	\$ 577,285	\$ 602,781	\$ 268,458	\$ 614,973	\$ 820,473	\$ 805,947		
April	\$ 423,158	\$ 451,133	\$ 475,913	\$ 486,850	\$ 564,617	\$ 610,894	\$ 609,439	\$ 708,724	\$ 641,919	\$ 741,364	\$ 69,184	\$ 742,477	\$ 1,068,408	\$ 1,057,701		
May	\$ 372,997	\$ 433,874	\$ 447,116	\$ 489,862	\$ 546,916	\$ 601,614	\$ 598,093	\$ 645,114	\$ 630,820	\$ 665,603	\$ 174,982	\$ 760,006	\$ 919,831	\$ 910,444		
June	\$ 490,326	\$ 512,543	\$ 578,234	\$ 610,948	\$ 630,729	\$ 727,028	\$ 731,038	\$ 765,362	\$ 796,899	\$ 835,727	\$ 409,945	\$ 973,975	\$ 1,100,000	\$ 1,147,826		
Total/Average	\$ 4,478,481	\$ 4,859,400	\$ 5,249,181	\$ 5,578,460	\$ 6,059,758	\$ 6,803,224	\$ 7,154,334	\$ 7,357,923	\$ 7,438,338	\$ 7,873,272	\$ 6,292,853	\$ 6,925,799	\$ 10,604,646	\$ 10,986,373	\$ 4,171,355	

missing hotels

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2022-23	2023-24	Change +/-	2022-23	2023-24	Change +/-	2022-23	2023-24	Change +/-
July	82.6	83.5	1.1%	206.04	199.85	-3.0%	170.2	166.97	-1.9%
August	75.8	74	-2.4%	191.58	190.04	-0.8%	145.18	140.59	-3.2%
September	72.7	71.2	-2.1%	192.94	194.69	0.9%	140.26	138.57	-1.2%
October	69.9	70.1	0.3%	182.95	184.24	0.7%	127.88	129.19	1.0%
November	62.1			185.60			115.19		
December	54.2			167.13			90.6		
January	50.4			136.70			68.90		
February	66			157.11			103.64		
March	64.1			159.05			101.91		
April	74.0			188.24			141.32		
May	67.5			181.38			122.36		
June	74.2			206.77			153.52		
Total/Average	67.79		-0.01	179.62		-0.01	123.41		-0.01

Updated: 12/08/2023



Tourism Business Improvement District Board Minutes

November 8, 2023, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Winston Newland, Member Nipool Patel, Vice Chair Lydia Bates, Chair Clint Pearce

TBID Board Absent: Member Prashant Patel, Member Sandy Sandoval

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, Deputy City Clerk Megan Wilbanks

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on November 8, 2023 at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. APPOINTMENT - OATH OF OFFICE

Deputy City Clerk Megan Wilbanks administered the Oath of Office to Member Nipool Patel.

4. CONSENT

Motion By Vice Chair Bates

Second By Member Newland

To approve Consent Items 4a to 4g.

Ayes (5): Member Keller, Member Newland, Member Nipool Patel, Vice Chair Bates, and Chair Pearce

Absent (2): Member Patel, and Member Sandoval

CARRIED (5 to 0)

- 4.a MINUTES OF TBID REGULAR MEETING ON OCTOBER 11, 2023
- 4.b SMITH TRAVEL REPORT (STR)
- 4.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 4.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 4.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 4.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 4.g BADGER BRANDING ORGANIC SOCIAL REPORT

5. BUSINESS ITEMS

5.a BOARD LIASON PROGRAM AND ASSIGNMENTS

Tourism Analyst Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: By consensus, the Board reviewed and approved the liaison program and assigned the following property liaisons for the remainder of FY 2024:

PROPOSED: FY 2023-24 TBID Board Liaison Assignments	
Hotel Name	TBID Board Liaison
Best Western Plus Royal Oak	Clint
The Butler Hotel	Clint
Madonna Inn	Clint
Petit Soleil	Clint
The Wayfarer San Luis Obispo, Tapestry Collection by Hilton	Clint
Apple Farm Inn	Lori
Economy Motel	Lori
Garden Street Inn	Lori
Mission Inn- San Luis Obispo	Lori
Peach Tree Inn	Lori
Sunbeam Motel	Lori
Granada Hotel and Bistro	Lydia

Heritage Inn Bed & Breakfast	Lydia
Hotel Cerro	Lydia
Hotel San Luis Obispo	Lydia
San Luis Creek Lodge	Lydia
The Lofts at SLO Brew	Lydia
Lamplighter Inn & Suites	Nipool
La Cuesta Inn	Nipool
La Quinta Inn & Suites San Luis Obispo	Nipool
Sands Inn & Suites	Nipool
Avenue Inn Downtown SLO	Nipool
Courtyard San Luis Obispo	Nipool
SLO Inn	Prashant
Inn at San Luis Obispo	Prashant
Olive Tree Inn & Suites	Prashant
San Luis Inn & Suites	Prashant
University Inn	Prashant
Vagabond Inn San Luis Obispo	Prashant
Budget Inn San Luis Obispo	Sandy
Embassy Suites San Luis Obispo	Sandy
Hotel Buena Vista - San Luis Obispo	Sandy
The Leitcher House	Sandy
Los Padres Inn	Sandy
Hotel Calle Joaquin	Sandy
Villa Motel	Sandy
Hampton Inn & Suites San Luis Obispo	Winston
Hostel Obispo	Winston
Motel 6 San Luis Obispo North	Winston
Motel 6 San Luis Obispo South	Winston
Quality Suites San Luis Obispo	Winston
TownePlace Suites San Luis Obispo	Winston

5.b MARKETING SERVICES RFP TIMELINE

Tourism Analyst Jacqui Clark-Charlesworth and Economic Development & Tourism Manager Molly Cano presented the RFP timelines for the marketing services contracts for Board input and discussion.

Public Comment:

Katy McGrath, Badger Branding
David Margulies, The Wayfarer SLO

--End of Public Comment--

Action: By consensus, the Board approved staff's recommended process for the Marketing Services Request for Proposals and the timeline for awarding the marketing services contracts.

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

None.

6.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Tourism Manager Molly Cano and Chair Pearce provided a brief update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Analyst Jacqui Clark-Charlesworth and Tourism Manager Molly Cano provided a brief update on the tourism programs.

7. ADJOURNMENT

The meeting was adjourned at 11:00 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for December 13, 2023 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD: XX/XX/2023