



Promotional Coordinating Committee
AGENDA

Wednesday, July 10, 2024, 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 JUNE 12, 2024</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>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	15

4. PRESENTATIONS

4.a **SUPPORT LOCAL PROGRAM FY23-24 YEAR-END REPORT (15 MIN)**

Representatives from Verdin will present the FY 23-24 year-end report on the Support Local marketing activities.

4.b **SLO CHAMBER FY23-24 YEAR-END REPORT (20 MIN)**

Representatives from the SLO Chamber will present the year-end report on the Public Relations, Guest Services and Grant Support contract activities during FY 23-24.

5. BUSINESS ITEMS

5.a **NEIGHBORHOOD CAMPAIGN UPDATE (5 MIN)**

Staff will present a brief update on the progress of the Neighborhood Identity Project.

5.b PCC ANNUAL PROGRAM PLANNING (25 MIN)

The committee will review and discuss projects, timelines, and priorities for the 2024-25 fiscal year.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: June 13, 2024

6.d TOURISM PROGRAM UPDATE – Staff Report

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for August 14, 2024 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

Starting on July 8, 2024, any community member that attends a PCC meeting can receive a complimentary parking validation ticket good for one hour of parking in the public parking garages at 919 Palm Street or 871 Marsh Street. Validation tickets will be handed out by request at the beginning of the meeting.

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

June 12, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Chair Samantha Welch

PCC Members Absent: Committee Member Maureen Forsberg, Vice Chair Lori Lorian

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on June 12, 2024 at 5:31 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

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wang

Second By Committee Member Bates

To approve the Consent agenda Items 3a to 3f.

Ayes (5): Committee Member Bates, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Forsberg, and Vice Chair Lorian

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 8, 2024
- 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 (10 MIN)

Hollie West from the SLO Chamber presented the report for the public relations activities that occurred over the past month.

Public Comment:

None

--End of Public Comment--

- 4.b DOWNTOWN SUMMER SPENDING PROMOTION (15 MIN)

Economic Development & Tourism Manager, Molly Cano presented the program plan for the new promotion, Downtown Summer Spending.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (30 MIN)

The Neighborhood task force presented the recommended next steps in the Neighborhood Campaign for the committee's review and approval.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wolf
Second By Committee Member Wang

To move forward with Whereabout Travel as the Neighborhood Identity consultant for a budget of \$15,000 to come from Economic Development funds.

Ayes (5): Committee Member Bates, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Forsberg, and Vice Chair Lerian

CARRIED (5 to 0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

Chair Welch attended the Sheep Shearing Shindig.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

None

6.c TBID BOARD REPORT – TBID Meeting Minutes: May 22, 2024

Committee Member Bates provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:18 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 10, 2024 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 2024-25

Budget 2024-25	Amount
Budget	\$ 413,252
Total Budget	\$ 413,252

Expenditure Last Updated 7/3/2024

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 100,000	\$ -	CACP Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000		Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 49,530		\$ 49,530	Various
Guest Services Contract	\$ 121,275	\$ 121,275		Chamber of Commerce
Public Relations Contract	\$ 50,000	\$ 50,000		Chamber of Commerce
Media Monitoring Service	\$ 3,713	\$ 3,713		Chamber of Commerce
Printed Maps	\$ 7,500	\$ -	\$ 7,500	Chamber of Commerce
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 46,234	\$ 46,234		City Administration
Total	\$ 413,252	\$ 351,222	\$ 62,030	



Report to City of SLO – TBID and PCC
Public Relations Contract
 June 2024

PR ACTIVITY

Implementation/Proactive Work

Hosted sustainability influencer **Ashley Diedenhofen** in partnership with **Kind Traveler** and **Visit California**
 Hosted sustainability influencer **Delilah Harvey**
 Hosted travel writer **Craig Stoltz**
 Hosted German travel writer **Hermann Low** with **Seeluft Magazine**
 Began planning for writer **Craig Stoltz's** upcoming stay
 Began planning for SoCal Media Mission writer **Brandon Hernandez's** upcoming stay
 Began planning for SoCal Media Mission writer **Ron Donoho's** upcoming stay
 Continued planning for travel influencer **Karina Henry's** upcoming stay
 Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign

Responsive leads

Pitched "20 Ways to Celebrate California Wine Month Ahead of Its 20th Anniversary" story ideas to **Visit California**

Partnerships

Attended **TBID Partner Reception**
 Attended **Visit SLO CAL PR & Social Media Mixer**
 Continued working on **Downtown Summer Spending** campaign with the **City**
 Worked on PR handoff from **DCI to Uniquely Driven**
 Began planning for **Summer Midweekend**
 Began working on **Visit SLO Influencer Strategy** with the **City** and **Badger Branding**
 Began planning for Kind Traveler Sustainability Influencer Fam trip with **Kind Traveler**, the **City**, and **Badger Branding**
 Met with **Amtrak** team
 Continued working with the **City**, **DCI**, **Noble** and **Badger Branding** on **Sustainable SLO** marketing plan

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS
KSBY	Residents react to San Luis Obispo being ranked among nation's best: 'I'm not surprised'	478,000.00	\$39.54	Cultural
THE TRIBUNE	SLO is one of America's top 10 towns to visit, CNN says. Where did it rank? Read more at: https://www.sanluisobispo.com	21,000.00	\$2,668.27	Cultural
KSBY	Opa! Community members gather for Greek Festival in San Luis Obispo	478,000.00	\$39.54	Cultural
THE TRAVEL	7 Surprisingly Scenic, Bikeable Cities In California	2,670,000.00	\$97.51	Sustainability
CNN	CNN reveals America's Best Towns to Visit in 2024	134,170,000.00	\$38,996.44	Cultural
CNN	The city that is pure California perfection	134,170,000.00	\$38,996.44	Cultural
MSN TRAVEL	The town that is pure California perfection	157,190,000.00	\$15,444.86	Cultural
THE MERCURY NEWS	The town that is pure California perfection	6,820,000.00	\$3,955.38	Cultural
WMTJ	Looking for your next summer vacation spot? Here are the best US cities to visit, according to CNN	1,250,000.00	\$132.89	Cultural
PASO ROBLES DAILY NEWS	Report: San Luis Obispo listed in top ten places to visit in US	85,000.00	\$6.39	Cultural
YAHOO NEWS	Looking for family-friendly fun? Circus Vargas to return to SLO County	180,340,000.00	\$156,947.30	Family
CNN	Every room in this hotel has a wildly different theme. It's a feast for the eyes	134,170,000.00	\$38,996.44	Cultural
WORLD ATLAS	10 Underrated Places to Visit in California	5,080,000.00	\$305.33	Cultural
KCBX	San Luis Obispo featured on CNN Travel's list of top 10 places to visit in America	1.21	\$22,000.00	Cultural
TOTALS				
		19	756,423,001.21	\$315,918.52
		TOTAL YTD	3,623,740,205.00	\$1,404,113.16
		167	4,380,163,206.21	\$1,720,031.68

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JUNE 2024

VISITOR INTERACTION			
	June 2023	May 2024	June 2024
Walk-ins	6,280	6,265	5,739
Phone Calls	498	155	147
Emails & Digital	890	1,320	1,432

CALLS TO 877-SLO-TOWN			
	June 2023	May 2024	June 2024
Calls	55	23	27

HOTEL REFERRALS			
	June 2023	May 2024	June 2024
Referrals	983	29	46

HOTEL AVAILABILITY TRACKER			
	June 2023	May 2024	June 2024
Email	151	142	183
Phone Calls	340	135	121

INFORMATION REQUESTS		
	June 2023	June 2024
Fulfilled	N/A	43

EVENTS SHARED		
	June 2024	YTD
VisitSLO.com	62	270

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	14%
Europe	45%
Australia/NZ	3%
UK	26%
N. America	3%
C. America	0%
S. America	7%
<i>Domestic Travelers</i>	
West Coast	19%
Southwest	13%
Midwest	29%
South	22%
East Coast	17%
<i>California Travelers</i>	
Northern CA	23%
Central Coast	49%
Central Valley	3%
Desert	0%
Southern CA	25%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Out on Thursdays at Farmers' Market providing information to our locals and visitors.	
2) Organizing for Summer Spending promo and Summer Midweekend program	
3) Prepping for introducing the new Cal Poly families to San Luis at SLO Days	

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	\$ 1,297,863	\$ 1,245,883	-4.0%
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	\$ 1,057,478	\$ 1,037,499	-1.9%
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	\$ 1,039,589	\$ 1,024,869	-1.4%
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	\$ 993,400	\$ 986,681	-0.7%
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	\$ 770,599	\$ 757,010	-1.8%
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	\$ 628,735	\$ 628,344	-0.1%
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	\$ 554,408	\$ 621,595	12.1%
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	\$ 735,450	\$ 687,480	-6.5%
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	\$ 807,997	\$ 850,157	5.2%
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	\$ 1,056,663	\$ 1,018,242	-3.6%
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	\$ 910,508	\$ 899,218	-1.2%
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	\$ 1,160,330		
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	\$ 11,013,020	\$ 9,756,978	

missing 6 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	61.6	62.7	1.8%	168.42	164.58	-2.3%	103.79	103.23	-0.5%
December	54.1	56.5	4.4%	151.40	149.65	-1.2%	81.88	84.56	3.3%
January	50.4	54.3	7.7%	136.18	139.69	2.6%	68.59	75.79	10.5%
February	65.9	59.7	-9.4%	156.67	152.68	-2.5%	103.3	91.2	-11.71%
March	64.0	67.9	6.1%	159.72	160.49	0.5%	102.16	108.93	6.63%
April	73.8	72.1	-2.3%	191.52	187.59	-2.1%	141.40	135.30	-4.31%
May	67.4	70.9	5.2%	181.62	180.85	-0.4%	122.41	128.17	4.71%
June	74.2			206.77			153.52		
Total/Average	67.70		0.01	\$ 177.15		-0.01	\$ 121.71		0.00

Updated: 07/03/2024



Tourism Business Improvement District Board Minutes

June 13, 2024, 10:00 a.m.

City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Nipool Patel, Member Prashant Patel, Member Sandy Sandoval, Chair Lydia Bates

TBID Board Absent: Member Lori Keller and Vice Chair Clint Pearce

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

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on June 13, 2024 at 10:02 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. CONSENT

Motion By Member N. Patel

Second By Member Sandoval

To approve Consent Items No. 3a through 3g.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

- 3.a MINUTES OF TBID SPECIAL MEETING ON MAY 22, 2024
- 3.b SMITH TRAVEL REPORT (STR)
- 3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. BUSINESS ITEMS

- 4.a SUSTAINABLE AG EXPO SPONSORSHIP (15 MIN)

Staff from the Vineyard Team presented the sponsorship opportunity and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member P. Patel

To approve support in the amount of \$10,000 to come out of FY23-24 general events promotion budget.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

- 4.b BADGER BRANDING PROPOSAL (25 MIN)

Katy McGrath and Molly Burchett of Badger Branding presented the proposal for content marketing services and responded to inquiries.

Public Comment:

Jessica Blanco, SLO Chamber

--End of Public Comment--

Motion By Member Sandoval

Second By Member Newland

To approve the contract with Badger Branding for FY24-25 at the amount of \$87,800.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.c FY2024-25 BUDGET UPDATE (15 MIN)

Economic Development & Tourism Manager, Molly Cano presented the update to the adopted budget for FY24-25.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Member P. Patel

To approve a \$66,500 transfer from available fund balance to the FY24-25 budget to maintain previously approved budget expenditures.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.d VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (20 MIN)

Staff and representatives from Noble Studios presented the cooperative marketing opportunities with Visit SLO CAL and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member P. Patel

To approve the presented co-ops at \$29,750 to come out of the FY23-24 research & development budget.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.e MIDWEEKEND SUMMER PROMOTION (20 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth and Economic Development & Tourism Manager, Molly Cano along with Hayley Corbett, Danni Winter and Gabbi Hall from Noble Studios presented a revised program plan for a Summer MidWeekend promotion and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member Sandoval

To approve the Summer MidWeekend Promotion as presented with \$54,835 in additional funding to be pulled from fund balance, \$2,000 towards giveaway package and \$3,400 remaining balance from Winter MidWeekend.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.f SUSTAINABLE SLO MARKETING PLAN UPDATE (10 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth presented an update to the development of the Sustainable SLO Marketing Plan.

Public Comment:

None

--End of Public Comment--

ACTION: None.

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

5.b PCC UPDATE – LIAISON REPORT

Chair Bates provided a brief update on PCC activities.

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

Economic Development & Tourism Manager, Molly Cano provided a brief update on Visit SLO CAL activities.

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on the tourism programs.

6. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 10, 2024 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/202X