



Tourism Business Improvement District Board
AGENDA

Wednesday, July 10, 2024, 10:00 a.m.

City Hall, 990 Palm Street, San Luis Obispo

The Tourism Business Improvement District Board 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 before the meeting. Contact the City Clerk's Office at cityclerk@slocity.org or (805) 781-7114.

1. CALL TO ORDER

Chair Bates will call the Regular Meeting of the Tourism Business Improvement District Board 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 MINUTES OF TBID SPECIAL MEETING ON JUNE 13, 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

This report was uploaded on July 9, 2024.

3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. PRESENTATIONS

4.a PUBLIC RELATIONS & GUEST SERVICES ANNUAL REPORT (20 MIN)

Representatives from the San Luis Obispo Chamber of Commerce will present the year end activity highlights and data results for the 2023-24 Guest Services and Public Relations contracted work.

4.b CONTENT MARKETING ANNUAL REPORT (15 MIN)

Agency representatives from Badger Branding will present the year end activity highlights and data results for the 2023-24 content marketing contracted work.

4.c VISIT SLO PARTNER RECEPTION RECAP (10 MIN)

Staff will present a recap of the Partner Reception held on June 11 at Embassy Suites.

5. BUSINESS ITEMS

5.a FY 23-24 TBID ANNUAL REPORT PREPARATION AND TIMELINE (15 MIN)

The Board will direct staff on development of the TBID's written annual report to the City Council to be presented on October 1, 2024. The Board may review the 2022-23 report as an example of the format.

5.b FORMATION OF TBID SUBCOMMITTEES (10 MIN)

The Board will consider the formation of marketing and management subcommittees in lieu of a second Special Monthly Board Meeting.

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

6.b PCC UPDATE – LIAISON REPORT

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

7. ADJOURNMENT

The next Special Meeting of the Tourism Business Improvement District Board is scheduled for July 17, 2024 at 9:00 a.m. at Hotel San Luis Obispo, 877 Palm Street San Luis Obispo, CA 93401.

Starting on July 8, 2024, any community member that attends a TBID 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 Tourism Business Improvement District Board 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=61016&dbid=0&repo=CityClerk>