



Promotional Coordinating Committee
AGENDA

Monday, November 18, 2024, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

The Promotional Coordinating Committee holds in-person meetings. Zoom participation will not be supported at this time. Attendees of City Council or Advisory Body meetings are eligible to receive one hour of complimentary parking; restrictions apply, visit [Parking for Public Meetings](#) for more details.

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 OCTOBER 9, 2024</u>	5
3.b	<u>2024-25 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 REPORT</u>	15
3.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	17

4. PRESENTATIONS

4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (10 MIN)

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

4.b ARTOBER RECAP (15 MIN)

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

5. BUSINESS ITEMS

5.a SUPPORT LOCAL SCOPE OF WORK (30 MIN)

Representatives from Verdin will present the proposed scope of work for FY24-25 Support Local program for the committee's consideration.

5.b BUY LOCAL BONUS PROGRAM PLAN (15 MIN)

Staff will present the fifth year of the Buy Local Bonus program plan for review and input.

5.c 2025-2027 COUNCIL GOAL SETTING PROCESS UPDATE (20 MIN)

Staff will share the consolidated goals of the PCC members with the committee for discussion and direction.

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: October 9 & 28

6.d TOURISM PROGRAM UPDATE – Staff Report

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 11, 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

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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

October 9, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member John Thomas, Committee Member Anni Wang, Vice Chair Lori Larian, Chair Samantha Welch

PCC Members Absent: Committee Member Lydia Bates, Committee Member Maureen Forsberg, Committee Member Robin Wolf

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on October 9, 2024 at 5:33 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 Wang

To approve Consent Agenda Items 3a. to 3f.

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

Absent (3): Committee Member Bates, Committee Member Forsberg, Committee Member Robin Wolf

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON SEPTEMBER 11, 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) REPORTS

4. PRESENTATIONS

- 4.a 2025-2027 COUNCIL GOAL SETTING PROCESS

The Committee received a presentation of the 2025-27 Council Goal setting process.

Public Comment:

None

--End of Public Comment--

- 4.b PUBLIC RELATIONS, GRANT SUPPORT AND GUEST SERVICES QUARTERLY REPORT

Jim Dantona, and Hollie West, SLO Chamber provided the first quarter reports for Public Relations, CACP Grant Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

- 4.c DOWNTOWN SUMMER SPENDING RECAP

Staff provided an overview of the results of the Downtown Summer Spending program.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a ARTOBER PROGRAM UPDATE

Staff provided an update on how the ARTober program is progressing.

Public Comment:

None

--End of Public Comment--

ACTION: No action was taken.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

Committee Member Thomas discussed the fundraising event for SLOREP.

6.c TBID BOARD REPORT – TBID Meeting Minutes: September 4, 2024

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth 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 6.41 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for November 13, 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 11/13/2024

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	\$ 25,000	\$ 24,530	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	\$ 376,222	\$ 37,030	



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

PR ACTIVITY						
Implementation/Proactive Work						
Hosted travel influencer Karina Henry						
Began planning for SoCal Media Mission writer Chanin Victor's upcoming stay						
Began planning for travel writer Martie Bowser's upcoming stay						
Began planning for travel writer Meghan Rose's upcoming stay						
Began planning for travel writer Noel Burgess's upcoming stay						
Met with Charlotte Alexander , founder and manager of SLO Review						
Continued planning for SoCal Media Mission writer Brandon Hernandez's upcoming stay						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Alternative Road Trips" and "Professional Meetings and Events: Team Building for Sunseekers" story ideas to Visit California						
Partnerships						
Hosted travel influencer Corey Marshall in partnership with Petit Soleil						
Began planning for Buy Local Bonus						
Participated in Visit SLO Vision strategic planning meeting						
Implemented PR efforts for ARTober						
Attended and hosted ARTober media at the grand opening of The SLO Film Center at the Palm Theatre						
Continued working on PR transition and onboarding of Uniquely Driven						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
YAHOO LIFESTYLE	Perfect 3-Day Weekend in San Luis Obispo: Hiking, Wine Tasting, and Cal-Coasting	420,280,000.00	\$34,344.70	Cultural	MEDIA HOSTING	
MEN'S JOURNAL	Perfect 3-Day Weekend in San Luis Obispo: Hiking, Wine Tasting, and Cal-Coasting	5,667,362.00	\$2,406.24	Cultural	MEDIA HOSTING	
INSTAGRAM	@karinahenry SLO Instagram Story	130,000.00	\$1,300.00	Cultural	MEDIA HOSTING	
YAHOO NEWS	ARTober in SLO highlights 5 different non-profit arts and culture organizations	180,340,000.00	\$156,947.30	Support Local	PROACTIVE PITCHING	
KSBY	ARTober in SLO highlights 5 different non-profit arts and culture organizations	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: SLO Rep Theatre			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: SLO County Arts Council			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: San Luis Obispo Museum of Art			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: History Center of San Luis Obispo County			Support Local	PROACTIVE PITCHING	
KRUSH	It's ARTober in SLO!			Support Local	PROACTIVE PITCHING	
KCBX	SLO highlights National Arts and Humanities Month with series of ARTober events	22,000.00	\$1.21	Support Local	PROACTIVE PITCHING	
MUSTANG NEWS	ARTober invites you to a month-long celebration of the arts and humanities	1,000.00	\$0.12	Support Local	PROACTIVE PITCHING	
SLO REVIEW	ARTober Kicks Off in SLO			Support Local	PROACTIVE PITCHING	
SLO REVIEW	October Newsletter			Beer/Wine	PROACTIVE PITCHING	
SLO REVIEW	A Scary (But Cool!) Good Time			Support Local	PROACTIVE PITCHING	
YAHOO NEWS	SLO has one of the coolest film festivals in the world, magazine says. Here's why	180,340,000.00	\$156,947.30	Cultural	PROACTIVE PITCHING	
TIMES OF INDIA	Coastal Getaways: A scenic road trip through California's Central Coast	31,130,000.00	\$2,007.63	Outdoor	PROACTIVE PITCHING	
WTOP NEWS	22 Top Romantic Getaways in California	4,150,000.00	\$203,504.00	Cultural	PROACTIVE PITCHING	
MICHELIN GUIDE	A Guide to California's Central Coast	3,600,000.00	\$285.61	Cultural	PROACTIVE PITCHING	
FODOR'S TRAVEL	The 15 Best Drive-In Movie Theaters in America	1,920,000.00	\$509.88	Family	PROACTIVE PITCHING	
TOPS	Top 30 Colleges for Students Who Love the Outdoors	1,370,000.00	\$79.56	Cal Poly	PROACTIVE PITCHING	
TOTALS						
		20	829,428,362.00	\$558,373.09		
		TOTAL YTD	1,510,593,563.00	\$192,780.70		
		68	2,340,021,925.00	\$751,153.79		

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

OCTOBER 2024

VISITOR INTERACTION			
	Oct 2023	Sep 2024	Oct 2024
Walk-ins	6,719	5,011	5,893
Phone Calls	116	190	297
Emails & Digital	1,079	1,136	751

CALLS TO 877-SLO-TOWN			
	Oct 2023	Sep 2024	Oct 2024
Calls	14	23	52

HOTEL REFERRALS			
	Oct 2023	Sep 2024	Oct 2024
Referrals	63	46	58

HOTEL AVAILABILITY TRACKER			
	Oct 2023	Sep 2024	Oct 2024
Email	127	178	186
Phone Calls	281	153	167

INFORMATION REQUESTS		
	Oct 2023	Oct 2024
Fulfilled	10	44

EVENTS SHARED		
	Oct 2024	YTD
VisitSLO.com	33	392

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	39%
Australia/NZ	10%
UK	25%
N. America	21%
C. America	0%
S. America	5%
<i>Domestic Travelers</i>	
West Coast	11%
Southwest	18%
Midwest	37%
South	13%
East Coast	22%
<i>California Travelers</i>	
Northern CA	22%
Central Coast	54%
Central Valley	3%
Desert	0%
Southern CA	21%

VISITOR CENTER ACTIVATIONS	
None	

VISITOR CENTER HIGHLIGHTS	
1) Directing folks to available hotel rooms in front of Mustang Family Weekend	
2) Hired our new Visitor Center Manager	
3) Cal Poly Experience Industry Management class tour	

October 2024 Cultural Arts & Community Promotions Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
SLO Baseball Alliance Foundation, Inc.	Blues Fireworks Celebration & Baseball Game	X	X		X					
Downtown SLO	Concerts in the Plaza	X	X		X	X				
History Revisted	38th Annual Central Coast Renaissance Festival	X	X		X					
Central Coast Shakespeare Festival	Central Coast Shakespeare Festival	X	X		X					
Orchestra Novo, Inc.	Pops ON!	X	X							
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X					
RACE Matters SLO County	Belonging 2024	X	X							
Ecologistics, Inc.	Central Coast Bioneers	X	X	X	X					
SLO County Arts Council	Open Studios Art Tour	X	X		X	X				
SLO Symphony	The SLO Symphony/Paderewski Festival Collaboration	X	X							
Canzona Women's Ensemble	Music of the Americas	X	X							
SLO Master Chorale	2024/2025 Season – A 40th Anniversary Celebration	X	X							
San Luis Obispo Repertory Theatre	Million Dollar Quartet									
Diversity Coalition San Luis Obispo County	Women of Color Symposium									
History Center of San Luis Obispo County	Opening Day at the Dallidet									
SLO Beaver Brigade	3rd Annual SLO County Beaver Festival									
San Luis Obispo Climate Coalition	San Luis Obispo County Earth Day Fair			X						
San Luis Obispo International Film Festival	San Luis Obispo International Film Festival									

City Farm SLO	4th Annual Sheep Shearing Shindig									
SLOMA	2024 Mural Project & Brand Launch									
Saint Andrew Greek Orthodox	San Luis Obispo Greek Festival									
The Monday Club Conservancy	The Monday Club Centennial - Doors Open California	X	X		X					
Cal Poly	Neurodivergent Farmers' Market Pop Up			X			X			

*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	2024-25	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	\$ 1,296,720	4.1%
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	\$ 1,037,434	\$ 1,118,496	7.8%
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	\$ 914,463	-10.8%
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		
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		
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		
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		
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		
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		
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		
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	\$ 972,774		
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	\$1,046,749.00		
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	\$ 10,877,218	\$ 3,329,679	-69.4%

missing 3 hotels

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-
July	83.4	83.3	-0.1%	200.16	203.25	1.5%	166.97	169.32	1.4%
August	73.8	77	4.3%	190.51	194.49	2.1%	140.61	149.82	6.6%
September	71	70	-1.4%	195.47	184.04	-5.8%	138.84	128.89	-7.2%
October	70.1			184.24			129.19		
November	62.7			164.58			103.23		
December	56.5			149.65			84.56		
January	54.3			139.69			75.79		
February	59.7			152.68			91.2		
March	67.9			160.49			108.93		
April	72.1			187.59			135.30		
May	70.9			180.85			128.17		
June	75.1			211.41			158.76		
Total/Average	68.13	76.77	0.009	\$ 176.44	\$ 193.93	-0.007382	\$ 121.80	\$ 149.34	0.00

Updated: 11/07/2024



Tourism Business Improvement District Board Minutes

October 9, 2024, 10:00 a.m.

Embassy Suites, 333 Madonna Road, San Luis Obispo

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

TBID Board Absent: Member Winston Newland, Member Sandy Sandoval

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on October 9, 2024 at 10:09 a.m. at the Embassy Suites, San Luis Obispo, by Chair Bates.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Member Keller

Second By Vice Chair Pearce

To approve Consent Items 3a to 3g.

3.a MINUTES OF TBID REGULAR MEETING ON AUGUST 14 & SPECIAL MEETING ON SEPTEMBER 4, 2024

3.b SMITH TRAVEL REPORTS (STR)

3.c TRANSIENT OCCUPANCY TAX (TOT) REPORTS

- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORTS
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORTS
- 3.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORTS
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORTS

4. PRESENTATIONS

- 4.a MARKETING SERVICES QUARTER REPORT (20 MINUTES)

Hayley Corbett, Drew Uhrig of Noble Studios and Yanick Dalhouse with Uniquely Driven presented the first quarter report for the marketing and public relations activities for the SLO TBID.

Public Comment:

None

--End of Public Comment--

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MINUTES)

Jim Dantona, and Hollie West, SLO Chamber provided the first quarter reports for Public Relations and Guest Services contracts.

Public Comment:

None

--End of Public Comment--

- 4.c CONTENT MARKETING QUARTER REPORT (15 MINUTES)

This item was continued to a future meeting.

- 4.d SUMMER MIDWEEKEND RECAP (15 MINUTES)

Representatives from Noble, SLO Chamber and Badger Branding presented the Board with the results from the Summer Midweekend promotion.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

5.a MISSION PREP CHRISTMAS CLASSIC (15 MINUTES)

Terrance Harris and Darnell Harris of Mission College Preparatory Catholic High School 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 the funding request at \$15,000 to come from the General Events Promotion line item of the budget.

Ayes (4): Member Lori Keller, Member Nipool Patel, Member Prashant Patel, Vice Chair Clint Pearce, Chair Lydia Bates

Absent (3): Member Winston Newland, Member Sandy Sandoval

CARRIED (4 to 0)

5.b SLO LIFE COACH BRAND CAMPAIGN (20 MINUTES)

Hayley Corbett, Gabbi Hall and B.C. LeDoux from Noble Studios provided an overview of the campaign and funding options, responding to inquiries. There was extensive discussion about the level of exclusivity for talent the Board should invest in as well as updating the complete media mix for the campaign, which will come back to the Board for consideration.

Public Comment:

None

--End of Public Comment--

Motion By: Member Keller

Second By: Vice Chair Pearce

To allocate an additional \$125,000 from available fund balance to supplement the already allocated \$75,000 to support the creation of the SLO Life Coach brand campaign.

Ayes (4): Member Lori Keller, Member Nipool Patel, Member Prashant Patel, Vice Chair Clint Pearce, Chair Lydia Bates

Absent (3): Member Winston Newland, Member Sandy Sandoval

CARRIED (4 to 0)

5.c STRATEGIC PLAN UPDATE (5 MINUTES)

Due to lack of time, this update was provided to the Board in an email.

6. TBID LIAISON REPORTS & COMMUNICATION

Due to lack of time, these updates were provided to the Board in an email.

- 6.a HOTELIER UPDATE
- 6.b MARKETING COMMITTEE UPDATE
- 6.c MANAGEMENT COMMITTEE UPDATE
- 6.d PCC UPDATE
- 6.e VISIT SLO CAL UPDATE
- 6.f TOURISM PROGRAM UPDATE

7. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for November 13,2024 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



Tourism Business Improvement District Board Minutes

October 28, 2024, 9:00 a.m.

Hotel San Luis Obispo, 877 Palm Street, San Luis Obispo, CA 93401

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

TBID Board Absent: Member Nipool Patel

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 October 28, 2024 at 9:00 a.m. in the Boardroom at Hotel San Luis Obispo, 877 Palm Street, San Luis Obispo, CA 93401.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. BUSINESS ITEMS

3.a STRATEGIC PLANNING WORKSHOP

Consultants Stacy Humphrey and Matthew Landkamer from Whereabout led the TBID in a workshop to update their 2025-2030 Strategic Plan.

Public Comment:

None

--End of Public Comment--

Action: None taken.

4. ADJOURNMENT

The meeting was adjourned at 4 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for November 13, 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