



Tourism Business Improvement District Board  
AGENDA

Wednesday, April 9, 2025, 10:00 a.m.

Council Hearing Room, 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. 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](mailto: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 must 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](mailto:cityclerk@slocity.org) or (805) 781-7114.

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**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. APPOINTMENTS - OATH OF OFFICE**

Christine Nelson and Dante Specchierla, appointed by the City Council on April 1, 2025 will take the oath of office to serve on the TBID Board.

**4. BOARD INTRODUCTIONS**

Board, staff and contractors will introduce themselves.

**5. CONSENT**

5.a MINUTES OF TBID REGULAR MEETING ON MARCH 12

5.b SMITH TRAVEL REPORT (STR)

5.c TRANSIENT OCCUPANCY TAX (TOT) REPORT

5.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT

5.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT

5.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT

5.g BADGER BRANDING ORGANIC SOCIAL REPORT

**6. PRESENTATIONS**

6.a TOURISM ECONOMICS CO-OP UPDATE (15 MIN)

Representative from Visit SLO CAL will present the findings from the Economic Impact Study and Lodging Forecast co-ops with Tourism Economics.

**6.b MARKETING SERVICES QUARTER REPORT(15 MIN)**

Representatives from Noble Studios and Uniquely Driven will present the third quarter report for the marketing activities for the SLO TBID.

**6.c PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MIN)**

Representatives from the SLO Chamber will present the third quarter report on the Public Relations and Guest Services contract activities with the SLO TBID.

**6.d CONTENT MARKETING QUARTER REPORT (15 MIN)**

Representatives from the Badger Branding will present the third quarter report for the content marketing support and organic social media activities with the SLO TBID

**7. BUSINESS ITEMS**

**7.a TBID ANNUAL CONTRACTOR PROPOSALS**

The Board will receive contract proposals for consideration from the following strategic partners and contractors:

7.a.1 Cal Poly Athletics - Sponsorship (15 MIN)

7.a.2 San Luis Obispo Chamber of Commerce - Guest Services & Public Relations (15 MIN)

7.a.3 Badger Branding - Content Marketing Services (15 MIN)

**7.b BOARD LIASON PROGRAM AND ASSIGNMENTS (10 MIN)**

The Board will review the liaison program for discussion and assign property liaisons for the remainder of FY25 and FY26.

**8. TBID LIAISON REPORTS & COMMUNICATION**

**8.a HOTELIER UPDATE**

**8.b MARKETING COMMITTEE UPDATE**

**8.c MANAGEMENT COMMITTEE UPDATE**

**8.d PCC UPDATE**

**8.e VISIT SLO CAL UPDATE**

**8.f TOURISM PROGRAM UPDATE**

## 9. ADJOURNMENT

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for May 14, 2025 at 10:00 a.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 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>