



Tourism Business Improvement District Board Minutes

September 27, 2023, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Prashant Patel, Member Sandy Sandoval, Vice Chair Lydia Bates, Chair Clint Pearce
TBID Board Absent: Member Lori Keller
City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

1. CALL TO ORDER

Vice Chair Bates called the Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board to order at 10:00 a.m. on September 27, 2023 in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

Chair Pearce arrived just after the Call to Order.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. BUSINESS ITEMS

3.a Q2 PLANNING + MEDIA PLAN REVIEW & APPROVAL

Hayley Corbett and Allison Furr of Noble Studios presented the Q2 media plan for review and approval.

inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Bates

Second By Member Sandoval

Approval of the Q2 media plan as well as the allocation of \$13,500 from the contingency fund for additional search engine marketing efforts in the following quarter to ensure SLO is maintaining a strong paid search presence.

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

Absent (1): Member Keller

CARRIED (5 to 0)

3.b SLO FILM FEST SPONSORSHIP PROPOSAL

Vice Chair Bates declared a conflict on this item. (Due to her membership on the SLO International Film Festival Board.)

Staff, contractors and Skye McLennan of SLO International Film Festival presented a recap of the 2023 SLO Festival and the 2024 funding request along with planned efforts.

inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Member Patel

To approve \$10,000 to support filmmaker, journalist, and industry professional's lodging and \$6,750 for marketing effort (\$1,750 for Noble Studios marketing and \$5,000 for paid media) as presented at the meeting. \$16,750 coming out of the general event promotion line item.

Ayes (4): Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Recused (1): Vice Chair Bates

Absent (1): Member Keller

CARRIED (4 to 0)

3.c MISSION PREP CHRISTMAS CLASSIC

Terrance Harris, Mission Prep presented the proposal and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Bates

Second By Member Patel

To approve \$10,000 to largely be invested in hotel rooms as title sponsor of the Mission Prep Christmas Classic.

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

Absent (1): Member Keller

CARRIED (5 to 0)

4. ADJOURNMENT

The meeting was adjourned at 11:23 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for October 11, 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/202X