



Tourism Business Improvement District (TBID) Board Minutes

September 13, 2023, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Lori Keller, Member Prashant Patel

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on September 13, 2023 at 10:01 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:

Rani Shah from the SLO Chamber introduced herself as a new member of their communications team.

--End of Public Comment--

3. CONSENT

Motion By Member Sandoval

Second By Member Newland

To approve the Consent Calendar Items 3a to 3g.

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON AUGUST 9, 2023
- 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 WEBSITE CONTINGENCY BUDGET CONSIDERATION

Tourism Manager Molly Cano reviewed the motion previously made at the regular August meeting regarding the website project contingency budget, and provided new information that has come up since, requiring reconsideration by the Board.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Vice Chair Bates

To approve allocating \$1,560 from the general contingency line item to Badger Branding for the resizing of the neighborhood maps.

Public Comment:

None

--End of Public Comment--

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

Motion By Vice Chair Bates
Second By Member Newland

To use the \$13,365 remaining in the website contingency budget for \$4,950 to complete post-launch web services and \$8,415 for the post-launch website enhancements (New Filter Opportunities and Web Services Injection) as proposed at the meeting.

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

4.b HARVEST ON THE COAST PAID MEDIA PLAN

Agency representatives from Noble presented two options for consideration for the paid media plan for Harvest on the Coast in sponsorship partnership with SLO Coast Wine Collective.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval
Second By Vice Chair Bates

To allocate the \$6,000 budget for Harvest on the Coast as follows: \$4,500 for paid media and \$1,500 for marketing services.

CARRIED (4 to 0)

4.c FY 22-23 TBID ANNUAL REPORT

Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Bates
Second By Member Sandoval

To approve the 2022-23 TBID annual report as presented.

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

4.d REGIONAL CO-OP MARKETING CONSIDERATIONS

Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Bates
Second By Member Sandoval

To approve the cooperative marketing opportunities with Central Coast Tourism Council and Visit SLO CAL as follows:

- \$10,000 for Central Coast Tourism Council Front Page
- \$ 5,000 for Central Coast Tourism Council Co-op: I Heart Radio
- \$ 7,500 for Central Coast Tourism Council Co-op: Editorial in Winter/Spring/Summer
- \$ 5,000 for Visit SLO CAL Co-op: Sojern
- \$ 3,500 for Visit SLO CAL Co-op: Brand Facebook/Instagram
- \$ 5,000 for Denver Market Activation
- \$36,000 Total from FY 23-24 Co-op budget

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

4.e PLACER.AI CO-FUNDED LOCATION ANALYTICS TOOL

Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Vice Chair Bates

To co-fund a partnership with the City for a shared location analytics tool in the amount of \$10,000 from the research and development line item in the 23-24 budget.

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

Absent (2): Member Keller, and Member Patel

CARRIED (4 to 0)

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

5.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided an update on items scheduled for the PCC meeting.

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

Chair Pearce indicated that there hasn't been a meeting since the last TBID meeting. Tourism Manager Molly Cano provided an update on the Visit SLO CAL marketing meeting.

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Manager Molly Cano provided a Tourism update.

6. ADJOURNMENT

The meeting was adjourned at 11:53 a.m. The next Special Meeting of the Tourism Business Improvement District Board is scheduled for September 27, 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