



Tourism Business Improvement District Board Minutes

October 11, 2023, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Winston Newland (left meeting at 10:50 AM), Member Prashant Patel, Member Sandy Sandoval, Chair Clint Pearce

TBID Board Absent: Vice Chair Lydia Bates

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 October 11, 2023 at 10:00 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:

None

--End of Public Comment--

3. CONSENT

Motion By Member Patel

Second By Member Keller

To approve Consent Items 3a through 3g.

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

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON SEPTEMBER 13 AND SPECIAL MEETING SEPTEMBER 27, 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. PRESENTATIONS

- 4.a MARKETING SERVICES QUARTER REPORT

Hayley Corbett, Danni Winter, Breanne Standingwater from Noble Studios and Siobhan Chretien from DCI presented an overview of the report and responded to questions.

No action taken on this item.

Public Comment:

None

--End of Public Comment--

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT

Jim Dantona and Hollie West SLO Chamber presented the Public Relations and Guest Services Quarterly report.

No action taken on this item.

Public Comment:

None

--End of Public Comment--

- 4.c CONTENT MARKETING QUARTER REPORT

Katy McGrath and Molly Burchett from Badger Branding presented an overview of the report and responded to questions.

No Action taken on this item.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

5.a FY 22-23 TBID ANNUAL REPORT HIGHLIGHT VIDEO

Tourism Manager Molly Cano presented the 22-23 Annual Report video.

Motion By Member Patel

Second By Member Newland

To approve the 22-23 Annual Report video as presented.

Public Comment:

None

--End of Public Comment--

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

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.b BRAND SENTIMENT STUDY PROPOSAL

Tourism Manager Molly Cano and Hayley Corbett, Noble Studios presented the proposal to use allocated budget to execute a brand sentiment survey this fall, which will be leveraged during the forthcoming Marketing Services RFP process.

Motion By Member Sandoval

Second By Member Newland

To approve \$32,000 to Noble Studios to subcontract with Wiser Insights in order to deploy a follow-up brand sentiment study.

Public Comment:

None

--End of Public Comment--

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

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.c VISIT SAN LUIS OBISPO MEMBER RECEPTION

Tourism Manager Molly Cano presented the proposal for the first TBID member reception of the FY and responded to comment.

Motion By Member Newland

Second By Member Keller

To approve a budget of up to \$7,500 for event expenses for the Fall/Winter Member Reception.

Public Comment:

None

--End of Public Comment--

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

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

6.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Chair Pearce provided a brief update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Manager Molly Cano provided a brief update on the tourism programs including the Office of Economic Development & Tourism restructure, which had resulted in Cano being offered the Economic Development & Tourism Manager position.

7. ADJOURNMENT

The meeting was adjourned at 11:44 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for November 8, 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