



Tourism Business Improvement District Board Minutes

November 8, 2023, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Prashant Patel, Member Sandy Sandoval

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, Deputy City Clerk Megan Wilbanks

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on November 8, 2023 at 10:03 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. APPOINTMENT - OATH OF OFFICE

Deputy City Clerk Megan Wilbanks administered the Oath of Office to Member Nipool Patel.

4. CONSENT

Motion By Vice Chair Bates

Second By Member Newland

To approve Consent Items 4a to 4g.

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

Absent (2): Member Patel, and Member Sandoval

CARRIED (5 to 0)

- 4.a MINUTES OF TBID REGULAR MEETING ON OCTOBER 11, 2023
- 4.b SMITH TRAVEL REPORT (STR)
- 4.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 4.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 4.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 4.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 4.g BADGER BRANDING ORGANIC SOCIAL REPORT

5. BUSINESS ITEMS

5.a BOARD LIASON PROGRAM AND ASSIGNMENTS

Tourism Analyst Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: By consensus, the Board reviewed and approved the liaison program and assigned the following property liaisons for the remainder of FY 2024:

PROPOSED: FY 2023-24 TBID Board Liaison Assignments	
Hotel Name	TBID Board Liaison
Best Western Plus Royal Oak	Clint
The Butler Hotel	Clint
Madonna Inn	Clint
Petit Soleil	Clint
The Wayfarer San Luis Obispo, Tapestry Collection by Hilton	Clint
Apple Farm Inn	Lori
Economy Motel	Lori
Garden Street Inn	Lori
Mission Inn- San Luis Obispo	Lori
Peach Tree Inn	Lori
Sunbeam Motel	Lori
Granada Hotel and Bistro	Lydia

Heritage Inn Bed & Breakfast	Lydia
Hotel Cerro	Lydia
Hotel San Luis Obispo	Lydia
San Luis Creek Lodge	Lydia
The Lofts at SLO Brew	Lydia
Lamplighter Inn & Suites	Nipool
La Cuesta Inn	Nipool
La Quinta Inn & Suites San Luis Obispo	Nipool
Sands Inn & Suites	Nipool
Avenue Inn Downtown SLO	Nipool
Courtyard San Luis Obispo	Nipool
SLO Inn	Prashant
Inn at San Luis Obispo	Prashant
Olive Tree Inn & Suites	Prashant
San Luis Inn & Suites	Prashant
University Inn	Prashant
Vagabond Inn San Luis Obispo	Prashant
Budget Inn San Luis Obispo	Sandy
Embassy Suites San Luis Obispo	Sandy
Hotel Buena Vista - San Luis Obispo	Sandy
The Leitcher House	Sandy
Los Padres Inn	Sandy
Hotel Calle Joaquin	Sandy
Villa Motel	Sandy
Hampton Inn & Suites San Luis Obispo	Winston
Hostel Obispo	Winston
Motel 6 San Luis Obispo North	Winston
Motel 6 San Luis Obispo South	Winston
Quality Suites San Luis Obispo	Winston
TownePlace Suites San Luis Obispo	Winston

5.b MARKETING SERVICES RFP TIMELINE

Tourism Analyst Jacqui Clark-Charlesworth and Economic Development & Tourism Manager Molly Cano presented the RFP timelines for the marketing services contracts for Board input and discussion.

Public Comment:

Katy McGrath, Badger Branding
David Margulies, The Wayfarer SLO

--End of Public Comment--

Action: By consensus, the Board approved staff's recommended process for the Marketing Services Request for Proposals and the timeline for awarding the marketing services contracts.

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

None.

6.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Tourism Manager Molly Cano and Chair Pearce provided a brief update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Analyst Jacqui Clark-Charlesworth and Tourism Manager Molly Cano provided a brief update on the tourism programs.

7. ADJOURNMENT

The meeting was adjourned at 11:00 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for December 13, 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/2023