



Tourism Business Improvement District Board Minutes

February 14, 2024, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Prashant Patel, Member Sandy Sandoval, Vice Chair Lydia Bates, Chair Clint Pearce

TBID Board Absent: Member Winston Newland, Member Nipool Patel

City Staff Present: Economic Development & Tourism Manager Molly Cano,
Tourism & Community Promotions Manager Jacqui Clark-Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on February 14, 2024 at 10:02 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:

Dusty Colyer-Worth, GALA Pride & Diversity Center

LeBren Harris, Downtown SLO

--End of Public Comment--

3. CONSENT

Motion By Member Sandoval

Second By Vice Chair Bates

To approve the Consent Items 3a through 3g.

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

Absent (2): Member Newland, and Member Nipool Patel

- 3.a MINUTES OF TBID REGULAR MEETING ON JANUARY 10, 2024.
- 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 BRAND SENTIMENT STUDY RESULTS (25 MIN)

Representatives from Noble Studios presented the results from the recently deployed brand sentiment survey.

Public Comment:

None

--End of Public Comment--

ACTION: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SLO TBID FUND BALANCE & BUDGET UPDATE (20 MIN)

Jacob Nunez, SLO City Revenue Analyst presented the SLO TBID Fund Balance for the Board's review and allocation.

Public Comment:

None

--End of Public Comment--

ACTION: No action taken on this item.

- 5.b PUBLIC RELATIONS MEDIA MISSION (20 MIN)

Siobhan Chretien, DCI presented a proposed public relations media mission in Southern California.

Public Comment:

None

--End of Public Comment--

Motion By Member Patel
Second By Vice Chair Bates

To allocate up to \$30,000 from the research and program development budget for the Southern California media tour.

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

Absent (2): Member Newland, and Member Nipool Patel

CARRIED (5 to 0)

5.c EMAIL MARKETING STRATEGY UPDATE (30 MIN)

Representatives from Noble Studios presented an update on Visit San Luis Obispo's email marketing strategy.

Public Comment:

None

--End of Public Comment--

ACTION: No action taken on this item.

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

No 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 Clint Pearce and Economic Development & Tourism Manager Molly Cano provided a brief update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on tourism program activities.

7. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for March 13, 2024 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