



Tourism Business Improvement District Board Minutes

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

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

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager 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 January 10, 2024 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:

Kristen Carlson, Visit SLO CAL made an introduction.

Representative from Petit Soleil made an introduction.

Representative from Quality Suites made an introduction.

Member of the public.

Shea Hanson, Wayfarer made an introduction.

3. CONSENT

Motion By Member Nipool Patel

Second By Member Prashant Patel

To approve Consent Items 3a through 3g.

Ayes (7): Member Keller, Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

CARRIED (7 to 0)

- 3.a MINUTES OF TBID SPECIAL MEETING ON DECEMBER 18, 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 PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT

Jim Dantona, SLO Chamber presented Guest Services activities and Hollie West, SLO Chamber presented the second quarter report on Public Relations.

Public Comment:

None

--End of Public Comment--

Action: *No action taken on this item.*

- 4.b CONTENT MARKETING QUARTER REPORT

Katy McGrath and Molly Burchett, Badger Branding presented the second quarter report on content marketing and organic social media activities, and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a MARKETING SERVICES QUARTER REPORT + Q3 MEDIA PLAN REVIEW & APPROVAL

Hayley Corbett, Gabbi Hall and Danni Winter, Noble Studios and Siobhan Chretien, DCI presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.b MIDWEEKEND ASSETS & PLAN APPROVAL

Gabbi Hall and Hayley Corbett, Noble Studios presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.c ETOURISM CONFERENCE PARTICIPATION

Economic Development & 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 up to \$3,500 from the TBID tradeshow budget for the eTourism Summit

Ayes (7): Member Keller, Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

CARRIED (7 to 0)

6. **TBID LIAISON REPORTS AND COMMUNICATION**

6.a HOTELIER UPDATE – LIAISON REPORTS

Vice Chair Bate provided an update from Hotel SLO.

6.b PCC UPDATE – LIAISON REPORT

Economic Development and Tourism Manager Molly Cano provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

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 the tourism programs.

7. ADJOURNMENT

The meeting was adjourned at 11:48 a.m. The next Special Meeting of the Tourism Business Improvement District Board was cancelled and the next Regular Meeting is scheduled for February 14, 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