



Tourism Business Improvement District Board Minutes

March 13, 2024, 10:00 a.m.
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Prashant Patel, Vice Chair Lydia Bates, Chair Clint Pearce
TBID Board Absent Member Winston Newland, Member Nipool Patel, and Member Sandy Sandoval
Staff Present: Economic Development & Tourism Manager Molly Cano and 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 March 13, 2024 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:

None

--End of Public Comment--

3. CONSENT

Motion By Member Keller

Second By Vice Chair Bates

To approved Consent Items 3a to 3g.

Ayes (4): Member Keller, Member Patel, Vice Chair Bates, and Chair Pearce

Noes (3): Member Newland, Member Nipool Patel, and Member Sandoval

CARRIED (4 to 3)

- 3.a MINUTES OF TBID REGULAR MEETING ON FEBRUARY 14
- 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 SLO CAL WELCOME (15 MIN)

Alyssa Manno from Visit SLO CAL presented the update and responded to questions.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a SLO TBID APPOINTMENTS (10 MIN)

Motion By Member Keller

Second By Vice Chair Bates

Chair Pearce nominated Vice Chair Bates to be Chair and PCC Liaison.
Chair Pearce agreed to be Vice Chair.

Ayes (4): Member Keller, Member Patel, Vice Chair Bates, and Chair Pearce

Noes (3): Member Newland, Member Nipool Patel, and Member Sandoval

CARRIED (4 to 3)

Public Comment:

None

--End of Public Comment--

5.b Q4 MEDIA PLAN REVIEW (30 MIN)

Danni Winter and Haley Corbett of Noble Studios presented the fourth quarter media plan and proposed budget change for Pantheon web hosting for VisitSLO.com.

ACTION: By consensus the Board choose Option 2, to pull three creative services hours for Pantheon hosting for FY23-34 and then moving to annual plan in FY24-25.

Public Comment:

Katy McGrath, Badger Branding

5.c RFP UPDATE (10 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an update on the Destination Marketing Services RFP process and timeline.

Public Comment:

None

--End of Public Comment--

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

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 11:37 a.m. The next Special Meeting of the Tourism Business Improvement District Board is scheduled for March 26, 2024 at 1:00 p.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