



## Tourism Business Improvement District Board Minutes

March 26, 2024, 1:00 p.m.

City Hall, 990 Palm Street, San Luis Obispo

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

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

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### 1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on March 26, 2024 at 1:00 p.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. BUSINESS ITEMS

#### 3.a GALA PRIDE & DIVERSITY CENTER STRATEGIC PARTNERSHIP (25 MIN)

Representatives from Noble Studios provided a recap on last year's Pride marketing and provided recommendations for this year. Dusty Colyer-Worth from GALA Pride & Diversity Center presented a proposal for a 15-month strategic partnership and responded to inquiries.

Public Comment:

None

*--End of Public Comment—*

**Motion by Member Sandoval**

**Seconded by** Member Newland

**ACTION:** To allocate \$23k to paid media for this year's Pride events from the Research budget and \$30k to GALA Pride & Diversity Center for a strategic partnership from the Events budget.

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

**Absent (2):** Vice Chair Bates and Member Nipool Patel

CARRIED (5 to 0)

3.b SELECT RFP PROPOSALS FOR INTERVIEWS (65 MIN)

Public Comment:

None

*--End of Public Comment--*

**ACTION:** Board consensus to invite the top five scoring agencies for first interviews on April 16, 2024.

#### **4. ADJOURNMENT**

The meeting was adjourned at 2:24 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for April 10, 2024 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

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APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD:  
XX/XX/202X