



## Tourism Business Improvement District Board Minutes

April 10, 2024, 10:00 a.m.

City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Nipool Patel, Member Sandy Sandoval, Vice Chair Clint Pearce (arrived at 10:45 AM), Chair Lydia Bates

TBID Board Absent: Member Lori Keller, and Member Prashant Patel

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Tourism Intern Anna Sargent, City Clerk Teresa Purrington

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on April 10, 2024 at 10:05 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Bates.

### 2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

Anna Sargent

Alicia Miller

--End of Public Comment--

### 3. CONSENT

**Motion By** Member Sandoval

**Second By** Member Nipool Patel

To approve the Consent Items 3a through 3g.

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

Absent (2): Member Keller, Member P. Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON MARCH 13 & SPECIAL MEETING ON MARCH 27, 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 MARKETING SERVICES QUARTER REPORT & Q4 MEDIA PLAN REVIEW (25 MIN)

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

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MIN)

Jessica Blanco and Hollie West, SLO Chamber presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 4.c CONTENT MARKETING QUARTER REPORT (15 MIN)

Molly Burchett and Katy McGrath, Badger Branding presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

## **5. BUSINESS ITEMS**

### **5.a SUSTAINABLE SLO MARKETING PLAN (30 MIN)**

Economic Development & Tourism Manager Molly Cano, Tourism and Community Promotion Manager Jacqui Clark-Charlesworth and Hayley Corbett, Gabbi Hall and Danni Winter, Noble Studios presented the staff report and responded to inquiries.

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 - None**

### **6.b PCC UPDATE – LIAISON REPORT - None**

### **6.c VISIT SLO CAL UPDATE – LIAISON REPORT**

Vice Chair 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 the tourism programs.

## **7. ADJOURNMENT**

The meeting was adjourned at 11:55 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for May 8, 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