



Tourism Business Improvement District Board Minutes

May 22, 2024, 9:30 a.m.

City Hall, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Winston Newland, Member Nipool Patel, Member Prashant Patel

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

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on May 22, 2024 at 9:30 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:

None

--End of Public Comment--

3. CONSENT

Motion By Vice Chair Pearce

Second By Member Keller

To approve Consent Items No. 3a through 3g.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON APRIL 10 AND SPECIAL MEETING ON APRIL 16 AND MAY 1
- 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. BUSINESS ITEMS

- 4.a RFP PROCESS UPDATE (20 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Hayley Corbett, Noble Studios and Yanick Dalhouse, Uniquely Driven presented the report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By Member Sandoval

To approve a budget of \$98,400 for the addition of Uniquely Driven for Public Relations as a subcontractor to Noble Studios as part of the Destination Marketing Services contract.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

- 4.b STRATEGIC PLAN UPDATE (10 MIN)

Economic Development & Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member Keller
Second By Vice Chair Pearce

To direct staff to proceed with getting proposals for an update of the Strategic Plan with the not to exceed amount of \$39,000.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.c FY 24-25 TBID PROGRAM BUDGET (25 MIN)

Economic Development & Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval
Second By Member Keller

To forward an approval recommendation to City Council for the 24-25 TBID budget as presented.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.d SUMMER SUPPLEMENTAL PAID MEDIA PLAN (15 MIN)

Noble Studios presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce
Second By Member Keller

To approve Option 2 for the Summer Supplemental Paid Media Plan in the amount of \$52,930.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.e MIDWEEKEND PROMOTION RECAP (30 MIN)

Staff and contractor representatives from Noble Studios, SLO Chamber and Badger Branding presented the report and responded to inquiries. Noble Studios presented the opportunity for a summer MidWeekend program.

Public Comment:

None

--End of Public Comment--

ACTION: Direction provided to bring back an update to future meeting with recommended changes, but no action taken.

4.f BROCHURE REPRINTING BUDGET CONSIDERATION (10 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Motion By Vice Chair Pearce

Second By Member Sandoval

To approve the reprinting the brochure at the presented quantity.

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

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

5.b PCC UPDATE – LIAISON REPORT

Chair Bates provided a brief update on PCC activities.

5.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.

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

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

6. ADJOURNMENT

The meeting was adjourned at 11:31 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for June 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