



TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD

Minutes - DRAFT

Wednesday, September 8, 2021
Regular Meeting of the Tourism Business Improvement District Board

CALL TO ORDER

The regular meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on September 8, 2021 at 10:02 a.m. by Vice Chair LeBren Harris.

ROLL CALL

Present: Vice Chair LeBren Harris and Members David Smith, Pragna Patel-Mueller, Natalie Ward, and Matt Wilkins

Absent: Member Stephanie Bolles and Chair John Conner

Staff: Tourism Manager Molly Cano and City Clerk Teresa Purrington

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

--End of Public Comment--

CONSENT ITEMS

ACTION: MOTION BY BOARD MEMBER WARD SECONDED BY MEMBER PATEL-MUELLER, CARRIED 5-0-2 TO APPROVE THE CONSENT AGENDA ITEMS 1 THRU 7.

C.1 Minutes of Meeting on Wednesday, August 11, 2021

C.2 Smith Travel Report

C.3 Transient Occupancy Tax (TOT) Report

C.4 Chamber Public Relations Monthly Report

C.5 Chamber Guest Services Monthly Report

C.6 Noble Studios & DCI Marketing Monthly Report

BUSINESS ITEMS

1. ECOSLO PARTNERSHIP: URBAN TREE PLANTING

Hannah Romano and Grant Helete from ECOSLO presented the Urban Tree Program including the work effort based on the TBID's revenue contribution to the sustainability and climate action initiative.

Public Comment

None.

--End of Public Comment--

ACTION: MOTION BY BOARD MEMBER WILKINS SECONDED BY BOARD MEMBER WARD CARRIED 5-0-2 to approve the work effort presented at the meeting.

2. 2020-21 TBID ANNUAL REPORT

Molly Cano, Tourism Manager presented the draft FY 2020-21 TBID annual report for recommendation to City Council on September 21, 2021.

ACTION: MOTION BY BOARD MEMBER SMITH SECONDED BY BOARD MEMBER WILKINS CARRIED 5-0-2 to approve the FY 2020-21 TBID Annual Report.

TBID LIAISON REPORTS AND COMMUNICATION

- 1. HOTELIER UPDATE** – None
- 2. MARKETING COMMITTEE UPDATE** – None
- 3. MANAGEMENT COMMITTEE UPDATE** – Tourism Manager Cano provided a summary of the sales response process provided by the SLO Chamber and approved by the Management Committee.
- 4. PCC UPDATE** – None, no meeting in August.
- 5. VISIT SLO CAL UPDATE** – None.
- 6. TOURISM PROGRAM UPDATE** – Tourism Manager Cano provided staffing updates and currently projects.

ADJOURNMENT

The meeting was adjourned at 11:01 a.m.. The next Tourism Business Improvement District Board meeting will be a special meetin and is scheduled for Wednesday, October 13, 2021 at 10:00 a.m. held remotely and via teleconference.

APPROVED BY THE TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD: XX/XX/XXXX