



Tourism Business Improvement District Board Minutes

June 13, 2024, 10:00 a.m.

City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Nipool Patel, Member Prashant Patel, Member Sandy Sandoval, Chair Lydia Bates

TBID Board Absent: Member Lori Keller and Vice Chair Clint Pearce

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 June 13, 2024 at 10:02 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 N. Patel

Second By Member Sandoval

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

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

- 3.a MINUTES OF TBID SPECIAL MEETING ON MAY 22, 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. BUSINESS ITEMS

- 4.a SUSTAINABLE AG EXPO SPONSORSHIP (15 MIN)

Staff from the Vineyard Team presented the sponsorship opportunity and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member P. Patel

To approve support in the amount of \$10,000 to come out of FY23-24 general events promotion budget.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

- 4.b BADGER BRANDING PROPOSAL (25 MIN)

Katy McGrath and Molly Burchett of Badger Branding presented the proposal for content marketing services and responded to inquiries.

Public Comment:

Jessica Blanco, SLO Chamber

--End of Public Comment--

Motion By Member Sandoval

Second By Member Newland

To approve the contract with Badger Branding for FY24-25 at the amount of \$87,800.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.c FY2024-25 BUDGET UPDATE (15 MIN)

Economic Development & Tourism Manager, Molly Cano presented the update to the adopted budget for FY24-25.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Member P. Patel

To approve a \$66,500 transfer from available fund balance to the FY24-25 budget to maintain previously approved budget expenditures.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.d VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (20 MIN)

Staff and representatives from Noble Studios presented the cooperative marketing opportunities with Visit SLO CAL and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member P. Patel

To approve the presented co-ops at \$29,750 to come out of the FY23-24 research & development budget.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.e MIDWEEKEND SUMMER PROMOTION (20 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth and Economic Development & Tourism Manager, Molly Cano along with Hayley Corbett, Danni Winter and Gabbi Hall from Noble Studios presented a revised program plan for a Summer MidWeekend promotion and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member Sandoval

To approve the Summer MidWeekend Promotion as presented with \$54,835 in additional funding to be pulled from fund balance, \$2,000 towards giveaway package and \$3,400 remaining balance from Winter MidWeekend.

Ayes (5):, Member Sandoval, Member Newland, Member N. Patel, Member P. Patel and Chair Bates

Absent (2): Vice Chair Pearce and Member Keller

CARRIED (5 to 0)

4.f SUSTAINABLE SLO MARKETING PLAN UPDATE (10 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth presented an update to the development of the Sustainable SLO Marketing Plan.

Public Comment:

None

--End of Public Comment--

ACTION: None.

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

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 provided a brief update on the tourism programs.

6. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 10, 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