



## Tourism Business Improvement District Board Minutes

July 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, Chair Lydia Bates

TBID Board Absent: Member Lori Keller, Member Prashant Patel

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, 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 July 10, 2024 at 10:04 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:

Nicole. Wanderlust Content Studio

*--End of Public Comment--*

### 3. CONSENT

**Motion By** Member Nipool Patel

**Second By** Vice Chair Pearce

To approve Items 3a. through 3g.

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

Absent (2): Member Keller, and Member Patel

CARRIED (5 to 0)

3.a MINUTES OF TBID SPECIAL MEETING ON JUNE 13, 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 PUBLIC RELATIONS & GUEST SERVICES ANNUAL REPORT (20 MIN)

Hollie West and Jessica Blanco from the San Luis Obispo Chamber of Commerce presented the year end reports for 2023-24 Guest Services and Public Relations and responded to inquiries.

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

- 4.b CONTENT MARKETING ANNUAL REPORT (15 MIN)

Molly Burchett and Katy McGrath from Badger Branding presented the year end highlights and data results for 2023-24 content marketing and responded to inquiries.

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

- 4.c VISIT SLO PARTNER RECEPTION RECAP (10 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a recap of the Partner Reception held on June 11.

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

#### 5. BUSINESS ITEMS

- 5.a FY 23-24 TBID ANNUAL REPORT PREPARATION AND TIMELINE (15 MIN)

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

Public Comment:

None

*--End of Public Comment--*

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

- 5.b FORMATION OF TBID SUBCOMMITTEES (10 MIN)

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

Public Comment:

None

*--End of Public Comment--*

By Consensus the Board agreed to appoint Chair Bates, Board Member Sandoval and Board Member Keller to serve on the Marketing subcommittee and Vice Chair Pearce, Board Member Newland and Board Member Prashant Patel to serve on the Management subcommittee beginning in August 2024.

**6. TBID LIAISON REPORTS AND COMMUNICATION**

6.a HOTELIER UPDATE – LIAISON REPORTS

6.b PCC UPDATE – LIAISON REPORT

No report provided.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a report on the Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the tourism program.

**7. ADJOURNMENT**

The meeting was adjourned at 11:08 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for August 14, 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/2024