



Tourism Business Improvement District Board Minutes

July 17, 2024, 8:30 a.m.

Hotel San Luis Obispo, 877 Palm Street, San Luis Obispo, CA 93401

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

TBID Board Absent: Member Nipool Patel

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

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on July 17, 2024 at 8:30 a.m. at Hotel San Luis Obispo, 877 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. BUSINESS ITEMS

3.a VISIT SAN LUIS OBISPO MARKETING RETREAT

The TBID Board, Staff and contractors participated in workshopping and discussion providing direction for the 2024-26 Strategic Marketing & Business Plan update.

Public Comment:

None

--End of Public Comment--

4. ADJOURNMENT

The meeting was adjourned at 5:03 p.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/202X