



Tourism Business Improvement District Board Minutes

September 4, 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, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: Member Lori Keller

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 September 4, 2024 at 10:03 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. BUSINESS ITEMS

3.a FY 23-24 TBID ANNUAL REPORT APPROVAL (15 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 Nipool Patel

To approve the 2023-24 TBID Annual Report.

Ayes (6): Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (1): Member Keller

CARRIED (6 to 0)

3.b STRATEGIC MARKETING & BUSINESS PLAN APPROVAL (15 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By Member Newland

To approve the marketing and business plan for 2024-26.

Ayes (6): Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (1): Member Keller

CARRIED (6 to 0)

3.c FY 2024-25 MEDIA PLAN REVIEW AND APPROVAL (25 MIN)

Hayley Corbett and Danni Winter of Noble Studios presented the FY 2024-25 media plan and rollover budget from FY2023-24 for the Board's review and approval.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Member Nipool Patel

To approve the media plan and roll over the remaining balance of \$11,994.25 from FY 23-24 to FY 24-25's paid media budget.

Ayes (6): Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (1): Member Keller

CARRIED (6 to 0)

3.d STRATEGIC PLAN CONSULTANT APPROVAL (15 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval
Second By Member Nipool Patel

To approve the consultant of Whereabout for the TBID's 2025-2030 Strategic Plan.

Ayes (6): Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (1): Member Keller

CARRIED (6 to 0)

3.e BUDGET UPDATES (10 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Member Nipool Patel
Second By Vice Chair Pearce

To approved staff's recommendation to replenish the FAM Trip Hosting Budget in an amount up to \$7,500 from available fund balance and to approve up to \$3,500 from the Event Activation + Collateral to create Visit

SLO branded socks to be distributed to Spartan Race attendees at the on-site activation.

Ayes (6): Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (1): Member Keller

CARRIED (6 to 0)

4. ADJOURNMENT

The meeting was adjourned at 11:25 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for October 9, 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