



Tourism Business Improvement District Board Minutes

August 14, 2024, 10:00 a.m.

City Hall, 990 Palm Street, San Luis Obispo

- TBID Board Present: Member Nipool Patel, Member Sandy Sandoval, Vice Chair Clint Pearce, Chair Lydia Bates
- TBID Board Absent: Member Lori Keller, Member Winston Newland, 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 August 14, 2024 at 10:02 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. CONSENT

Motion By Vice Chair Pearce

Second By Member Sandoval

To approve Consent items 3a through 3g.

Ayes (4): Member Nipool Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Keller, Member Newland, and Member P. Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON JULY 10 & 17
- 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 & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. PRESENTATIONS

- 4.a CAL POLY ATHLETICS YEAR-END REPORT (15 MIN)

Heather Hellman, General Manager Cal Poly Athletics provided an overview of the activity highlights for FY 23-24.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.b MARKETING SERVICES YEAR END REPORT (25 MIN)

Hayley Corbett, Danni Winter and Gabbi Hall, Noble Studios presented the Q4 and year-end activity highlights and results data for the 2023-24 marketing agency contracted work.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a VISIT SLO CAL MARKETING CO-OP (15 MIN)

Economic Development and Tourism Manager Molly Cano provided an overview of the Visit California and Hotel Beds marketing opportunity through a Visit SLO CAL co-op.

Public Comment:

None

--End of Public Comment--

Motion By Member Nipool Patel

Second By Vice Chair Pearce

To invest in a six-month campaign co-op at \$5,600 beginning September 1 and running through February 28 to come from the co-op line item.

Ayes (4): Member Nipool Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Keller, Member Newland, and Member P. Patel

CARRIED (4 to 0)

5.b SPROUT SOCIAL MEDIA MANAGEMENT TOOL (10 MIN)

Tourism and Community Promotions Manager Jacqui Clark-Charlesworth provided an overview of the funding request for the Sprout Social Media tool.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By Member Nipool Patel

To allocate \$3,348 per year for 2 Professional Plan users to come from the Services/Online Tools/Fulfillment budget line item.

Ayes (4): Member Nipool Patel, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Keller, Member Newland, and Member P. Patel

CARRIED (4 to 0)

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

Board Member Sandoval announced the new Manager for the Marriott.

6.b PCC UPDATE – LIAISON REPORT

Chair Bates provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Economic Development & Tourism Manager Molly Cano provided a brief update on 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 11:16 a.m. The next Special Meeting of the Tourism Business Improvement District Board is scheduled for September 4, 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