



**Tourism Business Improvement District Board
MARKETING COMMITTEE MINUTES**

Monday, August 19, 2024, 11:30 a.m.

City Hall, 990 Palm Street, San Luis Obispo

Marketing Committee Member Lori Keller, Member Sandy Sandoval, Chair Lydia Bates
Members Present:

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

1. CALL TO ORDER

The August Marketing Committee Meeting was called to order on August 19, 2024, at 11:30 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. REVIEW STRATEGIC MARKETING & BUSINESS PLAN (90 MIN)

Staff and contractors presented the draft of TBID's 2024-26 Strategic Marketing & Business Plan. Marketing Committee members provided input on content and design with a recommendation for final adoption by the full Board at their next meeting.

4. ADJOURNMENT

Meeting was adjourned at 1:09 p.m.