



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

**Wednesday, September 25, 2024, 9:30 a.m.**

**City Hall, 990 Palm Street, San Luis Obispo**

Marketing Committee 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 September Marketing Committee Meeting was called to order on September 25, 2024, at 9:30 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. FY2024-25 PAID MEDIA BUDGET UPDATE (30 MIN)**

Noble Studios present an update to the paid media budget and strategy which was adopted at the last TBID Board meeting.

**4. THE SLO LIFE COACH STRATEGY (60 MIN)**

Noble Studios presented three budgetary options for “the SLO Life Coach”, the next evolution of Visit San Luis Obispo’s brand campaign. Marketing Committee decided to move forward with recommending budget option 3 of \$175,000 with \$75,000 coming from current planned production budget and \$100,000 to come from TBID’s fund balance.

**5. ADJOURNMENT**

Meeting was adjourned at 10:45 a.m.