



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

Thursday, August 22, 2024, 10:30 a.m.

City Hall, 990 Palm Street, San Luis Obispo

Management Member Prashant Patel, Member Winston Newland, Vice Chair
Committee Members Clint Pearce
Present:

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-
 Charlesworth

1. CALL TO ORDER

The August Management Committee Meeting was called to order on August 22, 2024, at 10:35 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Vice Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. EVALUATE CONSULTANT PROPOSALS FOR STRATEGIC PLAN (30 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an overview of the two proposals received, Whereabout and Resonance. The committee decided to move forward with Whereabout as their recommendation largely due to a more cost efficient proposal.

4. REVIEW DRAFT TBID ANNUAL REPORT (60 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Hayley Corbett, Noble Studios presented the Draft Annual Report for FY 2023-24 and discussed minor edits and adjustments with the committee. Management Committee recommended approval to the full Board at their next meeting.

5. ADJOURNMENT

Meeting was adjourned at 11:35 a.m.