



Tourism Business Improvement District Board Minutes

October 9, 2024, 10:00 a.m.

Embassy Suites, 333 Madonna Road, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Nipool Patel, Member Prashant Patel, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: Member Winston Newland, Member Sandy Sandoval

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on October 9, 2024 at 10:09 a.m. at the Embassy Suites, 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 Member Keller

Second By Vice Chair Pearce

To approve Consent Items 3a to 3g.

3.a MINUTES OF TBID REGULAR MEETING ON AUGUST 14 & SPECIAL MEETING ON SEPTEMBER 4, 2024

3.b SMITH TRAVEL REPORTS (STR)

3.c TRANSIENT OCCUPANCY TAX (TOT) REPORTS

- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORTS
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORTS
- 3.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORTS
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORTS

4. PRESENTATIONS

- 4.a MARKETING SERVICES QUARTER REPORT (20 MINUTES)

Hayley Corbett, Drew Uhrig of Noble Studios and Yanick Dalhouse with Uniquely Driven presented the first quarter report for the marketing and public relations activities for the SLO TBID.

Public Comment:

None

--End of Public Comment--

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MINUTES)

Jim Dantona, and Hollie West, SLO Chamber provided the first quarter reports for Public Relations and Guest Services contracts.

Public Comment:

None

--End of Public Comment--

- 4.c CONTENT MARKETING QUARTER REPORT (15 MINUTES)

This item was continued to a future meeting.

- 4.d SUMMER MIDWEEKEND RECAP (15 MINUTES)

Representatives from Noble, SLO Chamber and Badger Branding presented the Board with the results from the Summer Midweekend promotion.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

5.a MISSION PREP CHRISTMAS CLASSIC (15 MINUTES)

Terrance Harris and Darnell Harris of Mission College Preparatory Catholic High School presented the sponsorship opportunity and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By: Member N. Patel

Second By: Member P. Patel

To approve the funding request at \$15,000 to come from the General Events Promotion line item of the budget.

Ayes (4): Member Lori Keller, Member Nipool Patel, Member Prashant Patel, Vice Chair Clint Pearce, Chair Lydia Bates

Absent (3): Member Winston Newland, Member Sandy Sandoval

CARRIED (4 to 0)

5.b SLO LIFE COACH BRAND CAMPAIGN (20 MINUTES)

Hayley Corbett, Gabbi Hall and B.C. LeDoux from Noble Studios provided an overview of the campaign and funding options, responding to inquiries. There was extensive discussion about the level of exclusivity for talent the Board should invest in as well as updating the complete media mix for the campaign, which will come back to the Board for consideration.

Public Comment:

None

--End of Public Comment--

Motion By: Member Keller

Second By: Vice Chair Pearce

To allocate an additional \$125,000 from available fund balance to supplement the already allocated \$75,000 to support the creation of the SLO Life Coach brand campaign.

Ayes (4): Member Lori Keller, Member Nipool Patel, Member Prashant Patel, Vice Chair Clint Pearce, Chair Lydia Bates

Absent (3): Member Winston Newland, Member Sandy Sandoval

CARRIED (4 to 0)

5.c STRATEGIC PLAN UPDATE (5 MINUTES)

Due to lack of time, this update was provided to the Board in an email.

6. TBID LIAISON REPORTS & COMMUNICATION

Due to lack of time, these updates were provided to the Board in an email.

- 6.a HOTELIER UPDATE
- 6.b MARKETING COMMITTEE UPDATE
- 6.c MANAGEMENT COMMITTEE UPDATE
- 6.d PCC UPDATE
- 6.e VISIT SLO CAL UPDATE
- 6.f TOURISM PROGRAM UPDATE

7. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for November 13,2024 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