



Tourism Business Improvement District Board Minutes

January 8, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Nipool Patel, Vice Chair
Clint Pearce, Chair Lydia Bates
Member Lori Keller, Member Prashant Patel
City Staff Present: 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 January 8, 2025 at 10:00 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 Member N. Patel

Second By Member Newland

To approved Consent Items 3a to 3g.

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

Absent (2): Member Keller and Member P. Patel

CARRIED (4 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON DECEMBER 11, 2024

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 MARKETING SERVICES QUARTER REPORT (25 MIN)

Representatives from Noble Studios and Uniquely Driven presented the second quarter report for the marketing and public relations activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (20 MIN)

Representatives from the San Luis Obispo Chamber of Commerce provided the second quarter report on the Public Relations and Guest Services contract activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

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

Representatives from Badger Branding presented the second quarter report for the content marketing support and organic social media activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a STRATEGIC PLAN 2025-2030 (15 MIN)

Representatives from Whereabout presented the 2025-2030 Strategic Plan.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member Newland

To approve the 2025-2030 Visit San Luis Obispo Strategic Plan.

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

Absent (2): Member Keller and Member Patel

CARRIED (4 to 0)

5.b UNPACKING MARKETING STRATEGY (15 MIN)

Representatives from Noble Studios presented the marketing plan for SLO's Unpacking episode which was created as part of a co-op with Visit SLO CAL.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.c SLO LIFE COACH STUDIO FILMING (10 MIN)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager presented an opportunity for staff to attend the SLO Life Coach studio filming in Reno, NV funded through the available support/meetings budget.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce
Second By Member N. Patel

To approve the budget of \$1,590 for staff to attend the SLO Life Coach studio filming.

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

Absent (2): Member Keller and Member Patel

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Chair Bates outlined Hotel SLO's partnership with the SLO International Film Festival.

6.b MARKETING COMMITTEE UPDATE - None

6.c MANAGEMENT COMMITTEE UPDATE - None

6.d PCC UPDATE - None

6.e VISIT SLO CAL UPDATE - None

6.f TOURISM PROGRAM UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 11:13 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for February 12, 2025 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