



## Tourism Business Improvement District Board Minutes

March 12, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: (Member Prashant Patel arrived at 10:50 a.m., Member Nipool Patel left at 10:53 a.m.)  
Member Lori Keller, Member Nipool Patel, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: None

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 March 12, 2025 at 10:05 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** Vice Chair Pearce

To approve Consent Items 3a to 3g.

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

Absent (1): Member Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON FEBRUARY 12
- 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 NEW LODGING PROPERTY INTRODUCTION (10 MIN)

Elaina Jardini, Dual Director of Sales and Marketing for Residence Inn/Springhill Suites provided an overview of the property to the Board.

Public Comment:

None

*--End of Public Comment--*

- 4.b PARTNER RECEPTION RECAP (5 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the recap of the Partner Reception and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

#### 5. BUSINESS ITEMS

- 5.a Q4 MEDIA PLAN REVIEW (15 MIN)

Representatives from Noble Studios presented the media plan for the fourth quarter which was approved by the Marketing Committee.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

5.b SLO LIFE COACH IN MARKET FILMING (15 MIN)

Representatives from Noble Studios presented SLO Life Coach In-Market Game Plan and an opportunity to extend the on-location filming for the SLO Life Coach campaign in April.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Vice Chair Pearce

**Second By** Member Nipool Patel

To approve extending the on-location filming for the SLO Life Coach campaign using Option 1 with a not to exceed amount of \$20,000 allocated from TBID's available fund balance.

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

Absent (1): Member P. Patel

CARRIED (4 to 0)

5.c CONTRACTOR EVALUATIONS (15 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

5.d ELECTION OF CHAIR & VICE-CHAIR (10 MIN)

**Motion By** Vice Chair Pearce

**Second By** Chair Bates

To approve appointing Lydia Bates to continue as Chair and Clint Pearce to continue as Vice Chair for the next year.

Public Comment:

None

*--End of Public Comment--*

Ayes (4): Member Keller, Member Prashant Patel, Vice Chair Pearce, and Chair Bates

Absent (1): Member Nipool Patel

CARRIED (4 to 0)

**6. TBID LIAISON REPORTS & COMMUNICATION**

6.a HOTELIER UPDATE - None

6.b MARKETING COMMITTEE UPDATE - None

6.c MANAGEMENT COMMITTEE UPDATE - None

6.d PCC UPDATE

Chair Bates provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on Visit SLO CAL activities.

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 11:06 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for April 9, 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