



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