



## Tourism Business Improvement District Board Minutes

April 9, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Prashant Patel, Member Lori Keller left at 11:10 a.m. and Member Nipool Patel left at 11:30 a.m.

City Staff Present:

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Economic Development & Tourism Manager Laura Fiedler

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on April 9, 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. APPOINTMENTS - OATH OF OFFICE

City Clerk Teresa Purrington administered the Oath of Office to Dante Specchierla.

### 4. BOARD INTRODUCTIONS

### 5. CONSENT

**Motion By** Member Nipool Patel

**Second By** Vice Chair Pearce

Ayes (5): Member Keller, Member N. Patel Member Specchierla, Vice Chair Pearce, and Chair Bates

Absent (1): Member Prashant Patel

CARRIED (5 to 1)

- 5.a MINUTES OF TBID REGULAR MEETING ON MARCH 12
- 5.b SMITH TRAVEL REPORT (STR)
- 5.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 5.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 5.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 5.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 5.g BADGER BRANDING ORGANIC SOCIAL REPORT

**6. PRESENTATIONS**

- 6.a TOURISM ECONOMICS CO-OP UPDATE (15 MIN)

Molly Cano, Vice President of Marketing from Visit SLO CAL presented the findings from the Economic Impact Study and Lodging Forecast co-ops with Tourism Economics.

Public Comment:

None

*-- End of Public Comment--*

- 6.b MARKETING SERVICES QUARTER REPORT (15 MIN)

Haley Corbett and Drew Uhrig from Noble Studios and Yanick Dalhouse, and Autumn Enoch from Uniquely Driven presented the third quarter report for the marketing and public relations activities for the SLO TBID.

Public Comment:

None

*--End of Public Comment--*

- 6.c PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MIN)

Brianna Harris and Hollie West from the SLO Chamber presented the third quarter report on the Guest Services and Public Relations contract activities with the SLO TBID.

Public Comment:

None

*--End of Public Comment--*

6.d CONTENT MARKETING QUARTER REPORT (15 MIN)

Continued to the May 14, 2025 meeting.

**7. BUSINESS ITEMS**

7.a TBID ANNUAL CONTRACTOR PROPOSALS

**7.a.1 Cal Poly Athletics - Sponsorship (15 MIN)**

Heather Hellman, General Manager of Mustang Sports Properties, presented the FY24-25 recap and FY25-26 TBID Proposal.

Public Comment:

None

*--End of Public Comment--*

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

**7.a.2 San Luis Obispo Chamber of Commerce - Guest Services & Public Relations (15 MIN)**

Jim Dantona, Hollie West, and Brianna Harris of the San Luis Obispo Chamber of Commerce presented the FY 25-26 proposals for Guest Services, Public Relations and Media Monitoring Services.

Public Comment:

None

*--End of Public Comment--*

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

**7.a.3 Badger Branding - Content Marketing Services (15 MIN)**

Molly Burchett and Katy McGrath of Badger Branding presented the FY 25-26 Content Marketing proposal for the SLO TBID.

Public Comment:

None

*--End of Public Comment--*

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

7.b BOARD LIASON PROGRAM AND ASSIGNMENTS (10 MIN)

Continued to the May 14, 2025 meeting.

**8. TBID LIAISON REPORTS & COMMUNICATION**

8.a HOTELIER UPDATE -None

8.b MARKETING COMMITTEE UPDATE- None

8.c MANAGEMENT COMMITTEE UPDATE- None

8.d PCC UPDATE

Chair Bates provided a brief update on PCC activities.

8.e VISIT SLO CAL UPDATE

Vice Chair Clint Pearce and Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on Visit SLO CAL activities.

8.f TOURISM PROGRAM UPDATE

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

**9. ADJOURNMENT**

The meeting was adjourned at 12:09 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for May 14, 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