



Tourism Business Improvement District Board Minutes

May 14, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Nipool Patel

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Laura Fiedler, Economic Development & Tourism Manager

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on May 14, 2025 at 10:04 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 Christine Nelson.

4. BOARD INTRODUCTIONS

Board, staff and contractors introduced themselves.

5. CONSENT

Motion By Member P. Patel

Second By Member L. Keller

To approved Consent Items 5a to 5g.

Ayes (6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent (1): Member N. Patel

CARRIED (6 to 0)

- 5.a MINUTES OF TBID REGULAR MEETING ON APRIL 9
- 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 GALA PRIDE & DIVERSITY CENTER PARTNERSHIP UPDATE (15 MIN)

Julia Thompson from Gala Pride & Diversity Center presented an update on the organization's overall status and TBID's current partnership contract deliverables.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 6.b CONTENT MARKETING QUARTER REPORT (20 MIN)

Representatives from the Badger Branding presented the third quarter report for the content marketing support and organic social media activities with the SLO TBID.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

7. BUSINESS ITEMS

7.a TBID CONTRACT APPROVALS (20 MIN)

Staff presented an update on the proposals for the one-year agreement with Badger Branding for organic content market, and two-year agreements with SLO Chamber for Guest Services and Public Relations, and two-year agreement with Cal Poly Athletics.

Public Comment:

None

--End of Public Comment--

Motion By Member D. Specchierla

Second By Vice Chair Pearce

To approve contract agreements including a one-year agreement with Badger Branding, and two-year agreements with SLO Chamber with the option to reassess and increase in the second year based on deliverables met and available funding and a two-year agreement with Cal Poly Athletics.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent (1): Member N. Patel

CARRIED (6 to 0)

7.b FY 2025-26 TBID PROGRAM BUDGET (25 MIN)

Staff presented the FY 25-26 TBID budget and program allocations as recommended by Management Committee and that will be recommended to City Council.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By P. Patel

Approve the FY 25-26 TBID Budget and program allocations as presented.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent(1): Member N. Patel

CARRIED (6 to 0)

7.c SUMMER SUPPLEMENTAL PAID MEDIA PLAN (15 MIN)

Hayley Corbett, Danni Winter and Drew Uhrig from Noble Studios presented a supplemental paid media plan for the summer months.

Public Comment:

None

--End of Public Comment--

Motion By Member P. Patel

Second By Member D. Specchierla

TBID approved \$55,020 from available fund balance to move forward with a supplemental paid media plan for the summer months.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates.

Absent(1): Member N. Patel

CARRIED (6 to 0)

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

The Board reviewed the liaison program and assigned property liaisons for the remainder of FY25 and FY26.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

8. TBID LIAISON REPORTS & COMMUNICATION

8.a HOTELIER UPDATE

Chair Bates provided a brief update including that this would be her last meeting as she has taken a new position in Santa Cruz.

8.b MARKETING COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update.

8.c MANAGEMENT COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update.

8.d PCC UPDATE

Chair Bates provided a brief update on PCC activities.

8.e VISIT SLO CAL UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, and Molly Cano Vice President of Marketing with Visit SLO Cal 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 11:54 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for June 11, 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