



Tourism Business Improvement District Board Minutes

June 11, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Prashant Patel, Member Dante Specchierla, and Vice Chair Clint Pearce

TBID Board Absent: Member Christine Nelson and Member Nipool Patel

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on June 11, 2025, at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Vice Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Member L. Keller

Second By: Member P. Patel

To approve Consent Items 3a. to 3g.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON MAY 14, 2025
- 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 SLO LIFE COACH CAMPAIGN UPDATE (10 MINUTES)

Haley Corbett and Gabbi Hall from Noble Studios presented an update to the SLO Life Coach campaign.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SUSTAINABLE AG EXPO SPONSORSHIP (20 MINUTES)

Vice Chair Pearce recused himself from item 5a.

Beth Vukmanic from Vineyard Team presented a Sustainable Ag Expo sponsorship request for TBID's consideration.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this matter due to absentee members and not equaling a full quorum to vote. Absent board members will view the

recording of the presentation and the Board will vote at their July 9 meeting.

5.b CA MAIN STREET CONFERENCE SPONSORSHIP (20 MINUTES)

LeBren Harris and Ali Bailey from Downtown SLO presented the California Main Street Conference Opening Day sponsorship request for the Board's consideration.

Public Comment:

None

--End of Public Comment--

Motion By: Member P. Patel

Second By: Member L. Keller

To approve \$13,000 from the FY 25 General Events Promotion Budget to be the Opening Day sponsor for the California Main Street Conference.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.c VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (15 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the cooperative marketing opportunities with Visit SLO CAL to the Board for review and approval.

Public Comment:

None

--End of Public Comment--

To approve the presented co-ops with funds to be distributed for according to budget allowance in FY25 and FY26. Recommended line items presented but may adjust as needed.

Program	Cost	TBID Budget
House of Brands & Media Rotation	\$ 10,000	FY25 Co-op Marketing
Sojern Media Buy	\$ 5,000 - \$ 15,000	FY25 Co-op Marketing
Economic Impact	~ \$ 9,000	FY26 Research & Program Development
Visitor Profile	\$ 5,000 - \$ 8,000 (+ \$ 2,000 per add question 5 or more)	FY26 Research & Program Development
IPW	~ \$ 7,500	FY26 Tradeshows
HotelBeds	~ \$ 5,000 - \$ 6,000	FY26 Co-op Marketing
Various FAM Hosting	\$ 1,500 - \$ 2,500	FY26 FAM Trip Hosting
Spartan Race Sponsorship	\$ 5,000	FY25 General Events Promotion
LA Media Event	\$ 500	FY26 Co-op Marketing
Phoenix Media Event	\$ 500	FY26 Co-op Marketing

FY25 total: ~\$20,000-\$30,000

FY26 total: \$29,000-\$34,000 (plus more per survey question)

Motion By: Member P. Patel

Second By: D. Specchierla

Ayes (4) Member P. Patel, Member D. Specchierla, Member L. Keller, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.d SUPPLEMENTAL SUPPORT (15 MINUTES)

Economic Development & Tourism Manager Laura Fielder presented a consideration to the Board to seek support from Noble Studios to support the TBID program during staff's forthcoming planned family leave.

Public Comment:

None

--End of Public Comment--

To approve proposed amount of \$44,735 from available fund balance for additional support from Noble Studios during staff's forthcoming planned family leave.

Motion By: Member L. Keller

Second By: Member D. Specchierla

Ayes (4) Member L. Keller, Member D. Specchierla, Member P. Patel, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.e ELECTION OF CHAIR & VICE-CHAIR (10 MINUTES)

Motion By: Vice Chair C. Pearce

Second By: Member L. Keller

To approve appointing Vice Chair Pearce as Chair and Lori Keller as Vice Chair for the term July 2025 to March 2026 and to appoint Dante Specchierla to the TBID seat on the Promotional Coordinating Committee.

Public Comment:

None

--End of Public Comment--

Ayes (4) Member D. Specchierla, Member P. Patel, Member L. Keller and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Member L. Keller presented an update on Apple Farm's new ownership for the restaurant.

6.b MARKETING COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on the Mini-Marketing Retreat.

6.c MANAGEMENT COMMITTEE UPDATE

No meeting was held in May

6.d PCC UPDATE - Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the PCC has been working on.

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 12:04 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 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