



Tourism Business Improvement District Board Minutes

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

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: 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 July 9, 2025 at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Vice Chair Keller

Second By: Member P. Patel

To approve Consent Items 3a. to 3g.

Ayes (5) Vice Chair Keller, Member P. Patel, Member Specchierla, Member C. Nelson and Chair Pearce.

Absent (1) Member N. Patel

CARRIED (5 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON JUNE 11, 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 PUBLIC RELATIONS AND GUEST SERVICES ANNUAL REPORT (20 MINUTES)

Brianna Harris, Hollie West and Jim Dantona from the San Luis Obispo Chamber of Commerce presented the year-end activity highlights and data results for the FY 2024-25 Guest Services and Public Relations contracted work.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

- 4.b CONTENT MARKETING ANNUAL REPORT (15 MINUTES)

Badger Branding representatives presented the year-end activity highlights and data results for the FY 2024-25 content marketing contracted work.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5. BUSINESS ITEMS

- 5.a SUSTAINABLE AG EXPO SPONSORSHIP (10 MINUTES)

Chair Pearce recused himself from item 5a due to the event happening at the Madonna EXPO Center, of which he has a financial interest.

This item was carried over for a vote from June 11, 2025 due to quorum.

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Beth Vukmanic from the Vineyard Team provided a brief recap of the proposal for sponsorship of the Sustainable AG Expo.

Public Comment:

None

--End of Public Comment--

Motion By: Member D. Specchierla

Second By: Member C. Nelson

To approve \$10,000 from the FY2025-26 General Events Promotion budget to sponsor the Sustainable AG Expo.

Ayes (4) Member D. Specchierla, Member C. Nelson, Member P. Patel and Vice Chair Keller

Absent (1) Member N. Patel

CARRIED (4 to 0)

5.b FY 2025-26 VISIT SLO MARKETING & BUSINESS PLAN AMENDMENT APPROVAL (25 MINUTES)

Staff and contractors presented amendments to the second year of the FY 2024-26 SLO TBID Strategic Marketing & Business Plan.

Public Comment:

None

--End of Public Comment--

Motion By: Vice Chair L. Keller

Second By: Member D. Specchierla

To approve proposed amendments to the second year of the FY 2024-26 SLO TBID Strategic Marketing & Business Plan.

Ayes (5) Vice Chair L. Keller, Member D. Specchierla, Member P. Patel, Member C. Nelson and Chair Pearce

Absent (1) Member N. Patel

CARRIED (5 to 0)

5.c FY 2024-25 TBID ANNUAL REPORT PREPARATION AND TIMELINE (15 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided updates and timeline of the TBID's written annual report preparation that is being presented to the City Council on October 7, 2025.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.d FY 2025-26 TBID BOARD MEETINGS (5 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the scheduled Board Meetings for the new fiscal year. Staff will look to reschedule the August meeting due to Board Member conflicts.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5.e PHOTO PROJECT OPPORTUNITY (10 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an opportunity to bring on a professional photographer to be on-site during the TBID sponsored CA Main Street Conference. The photographs will be used across Visit San Luis Obispo marketing materials to help promote meetings and conferences in SLO.

Public Comment:

None

--End of Public Comment--

Motion By: Member P. Patel

Second By: Member C. Nelson

To approve up to \$5,250 from the FY 2025-26 General Events Promotion budget to hire Brittany App to capture images of the CA Main Street Conference.

Ayes (5) Member P. Patel, Member C. Nelson, Member D. Specchierla, Vice Chair Keller and Chair Pearce

Absent: (1) Member N. Patel

CARRIED (5 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE - No updates at this time.

6.b MARKETING COMMITTEE UPDATE

No meeting was held in June.

6.c MANAGEMENT COMMITTEE UPDATE

No meeting was held in June.

6.d PCC UPDATE

Member Specchierla 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 and Economic Development & Tourism Manager Laura Fiedler provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for August 13, 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