



Tourism Business Improvement District Board Minutes

October 8, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Mark Eads, Member Prashant Patel, Member Dante Specchierla, and Chair Clint Pearce
TBID Board Absent: Member Christine Nelson, Member Lori Keller, Member Nipool Patel
City Staff Present: 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 October 8, 2025, at 10:00 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 Member Eads
Second By Member Specchierla

To approve Consent Items 3a.to 3g.

Ayes (4): Member M. Eads, Member D. Specchierla, Member P. Patel, and Chair Pearce

Absent (3): Member C. Nelson, Member L. Keller, and Member N. Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON SEPTEMBER 10, 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 QUARTER REPORT (20 MINUTES)

Hayley Corbett from Noble Studios, Autumn Enoch from Uniquely Driven, and Hollie West from the SLO Chamber presented the first quarter report for public relations activities for the SLO TBID.

Public Comment:

None

--End of Public Comment--

- 4.b GUEST SERVICES QUARTER REPORT (10 MINUTES)

Brianna Harris from the SLO Chamber presented the first quarter report on the Guest Services contract activities for the SLO TBID.

Public Comment:

None

--End of Public Comment--

- 4.c CONTENT MARKETING QUARTER REPORT (15 MINUTES)

Katy McGrath and Molly Leonardo from Badger Branding presented the first quarter report for the content marketing support and organic social media activities with the SLO TBID.

Public Comment:

None

--End of Public Comment--

4.d SECOND QUARTER MEDIA PLAN (10 MINUTES)

Drew Uhrig from Noble Studios presented a refresher to the Board on the second quarter media plan.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

5.a MISSION PREP CHRISTMAS CLASSIC (15 MINUTES)

Terrance Harris, Head Coach, and Darnell Harris, Director of Advancement and Assistant Coach, from Mission College Prep High School presented request for sponsorship support for the Mission Prep Christmas Classic.

Public Comment:

None

--End of Public Comment--

Motion By: Member Eads

Second By: Member P. Patel

To approve \$15,000 in sponsorship support for the Mission Prep Christmas Classic from the general events promotions budget.

Ayes (4): Member M. Eads, Member P. Patel, Member D. Specchierla, and Chair Pearce

Absent (3): Member C. Nelson, Member L. Keller, and Member N. Patel

CARRIED (4 to 0)

5.b BRAND SENTIMENT STUDY PROPOSAL (15 MINUTES)

Haley Corbett from Noble Studios presented the proposal for the reevaluation of the Brand Sentiment survey with Wiser Insights to the Board.

Public Comment:

None

--End of Public Comment--

Motion By: Member D. Specchierla

Second By: Member M. Eads

To approve \$33,000 for the Brand Sentiment Study #4 with Wisser Insights as a subcontractor of Noble Studios out of the research and program development budget.

Ayes (4): Member D. Specchierla, Member M. Eads, Member P. Patel, and Chair Pearce

Absent (3): Member C. Nelson, Member L. Keller, and Member N. Patel

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

TBID board members shared their observations from the past month regarding occupancy and bookings.

6.b MARKETING COMMITTEE UPDATE

No marketing subcommittee meeting was held in September.

6.c MANAGEMENT COMMITTEE UPDATE

No management subcommittee meeting was held in September

6.d PCC UPDATE

Member Specchierla provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

Molly Cano, Vice President of Marketing from Visit SLO CAL, provided a brief update on Visit SLO CAL activities, including updates on Highway 1 reopening timelines, the Turns Well Taken video shoot, and the return of the seasonal flight from the SLO airport to Las Vegas.

6.f TOURISM PROGRAM UPDATE

Economic Development & Tourism Manager Laura Fiedler provided an update on the economic development and tourism program, including the annual report presentation to City Council, TBID renewal process, upcoming sponsored events, and upcoming support local campaigns.

7. ADJOURNMENT

The meeting was adjourned at 11:49 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for November 12, 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