



Tourism Business Improvement District Board Minutes

November 12, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Nipool Patel, Member Prashant Patel (*arrived at 10:03 a.m.*), Member Dante Specchierla, Vice Chair Lori Keller, Chair Clint Pearce
TBID Board Absent: Member Mark Eads, Member Christine Nelson
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 November 12, 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

To approve the Consent Items 3a to 3g.

Motion By Member Nipool Patel

Second By Member Specchierla

To approve Consent Items 3b to 3g.

Ayes (4): Member N. Patel, Member Specchierla, Vice Chair Keller, and Chair Pearce

Absent (3): Member Eads, Member Nelson, and Member P. Patel

CARRIED (4 to 0)

Motion By Member N. Patel

Second By Member Specchierla

To approve Consent Item 3a.

Ayes (4): Member N. Patel, Member P. Patel, Member Specchierla, and Chair Pearce

Abstained (1): Vice Chair Keller

Absent (2): Member Eads, and Member Nelson

CARRIED (4 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON OCTOBER 8, 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 MARKETING SERVICES QUARTERLY REPORT (20 MINUTES)

Drew Uhrig and Hayley Corbett from Noble Studios presented the first quarter report for marketing activities.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

5.a YEAR-END MARKETING BUDGET RECONCILIATION (10 MINUTES)

Noble Studios presented the year-end budget reconciliation for the FY 2024-25 and the proposal for re-allocation for the remaining funds.

Public Comment:

None

--End of Public Comment--

Motion by Member N. Patel

Second by Member P. Patel

To approve Option #2 as presented to roll over the remaining \$13,723.31 in funds from FY 2024-25 marketing budget into the FY 2025-26 marketing budget as follows: \$7,000 into the PR budget and \$6,723.31 into the paid media budget.

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

Absent (2): Member Eads, Member Nelson

CARRIED (5 to 0)

5.b 2026 SLO INTERNATIONAL FILM FEST SPONSORSHIP PROPOSAL
(20 MINUTES)

Skye McLennan, Executive Director of the SLO Film Center, presented a recap of the 2025 SLO International Film Festival and requested the consideration of funding for the 2026 SLO International Film Festival. Representatives from Noble Studios, Badger Branding, Uniquely Driven, and the SLO Chamber of Commerce also discussed how they supported the event in 2025 and proposed plans to support and collaborate in 2026.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Keller

Second By Member N. Patel

To approve \$20,000 in sponsorship for the 2026 SLO International Film Festival from the Events and Sponsorships budget line item.

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

Absent (2): Member Eads, Member Nelson

CARRIED (5 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE - Various hotels reported business has been little slower.

6.b **MARKETING COMMITTEE**

The marketing committee did not meet in October.

6.c **MANAGEMENT COMMITTEE**

The management committee did not meet in October.

6.d **PCC UPDATE**

Dante Specchierla and Laura Fiedler, Economic Development & Tourism Manager, provided a brief update on PCC activities.

6.e **VISIT SLO CAL UPDATE**

Kristen Carlson from Visit SLO CAL provided a brief update on Visit SLO CAL activities.

6.f **TOURISM PROGRAM UPDATE**

Laura Fiedler, Economic Development & Tourism Manager, provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 11:29 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for January 14, 2026, 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