



Tourism Business Improvement District Board Minutes

January 14, 2026, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: Member Mark Eads, Member Prashant 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 January 14, 2026 at 10:02 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:

Garret Olson introduced himself as the new CEO of the San Luis Obispo Chamber of Commerce.

--End of Public Comment--

3. CONSENT

Motion By Member Keller

Second By Member Specchierla

To approve Consent Items 3a to 3g

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

Absent (2): Member M. Eads and Member P. Patel

CARRIED (5 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON NOVEMBER 12, 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 Q3 MEDIA PLAN UPDATE (10 MINUTES)

Danni Winter, Director of Integrated Planning & Paid Media, Hayley Corbett, Associate Director of Client Experience, and B.C. LeDoux, Managing Partner at Noble Studios, presented the Q3 Media Plan Update.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

- 4.b PUBLIC RELATIONS AND GUEST SERVICES QUARTERLY REPORT (20 MINUTES)

Yanick Dalhouse, CEO & Founder, and Autumn Enoch, PR & Media Relations Lead, at Uniquely Driven and Hollie West and Brianna Harris from the SLO Chamber of Commerce provided the Public Relations and Guest Services Quarterly Report.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

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

Molly Leonardo and Katy McGrath from Badger Branding provided the Content Marketing Quarterly Report.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

4.d CALIFORNIA MAIN STREET CONFERENCE RECAP (10 MINUTES)

LeBren Harris and Ali Bailey from Downtown SLO and Brooke Fox from CA Main Street presented a recap of the conference sponsored by Visit SLO in October 2025.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5. BUSINESS ITEMS

5.a SUPPLEMENTAL SUPPORT PROPOSAL (10 MINUTES)

Hayley Corbett from Noble Studios presented the Supplemental Support Proposal to extend consultation support services until mid-February 2026 in response to extended family leave by City staff.

Public Comment:

None

--End of Public Comment--

Motion By Member Specchierla

Second By Member Nelson

To approve the use of the \$3,885 contingency budget (previously approved by the TBID Board in June 2025 for supplemental support from August – December 2025) for the extension of Noble Studios consultation support services until mid-February 2026.

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

Absent (2): Member M. Eads, and Member P. Patel

CARRIED (5 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

No hotelier updates.

6.b MARKETING COMMITTEE UPDATE

The marketing committee did not meet in November or December.

6.c MANAGEMENT COMMITTEE UPDATE

The management committee did not meet in November or December.

6.d PCC UPDATE

Member D. Specchierla provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

Kristen Carlson from Visit SLO CAL provided a brief update on the Spartan Race.

6.f TOURISM PROGRAM UPDATE

Economic Development & Tourism Manager Laura Fiedler provided the Tourism Program Update.

7. ADJOURNMENT

The meeting was adjourned at 11:38 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for February 11, 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