



Tourism Business Improvement District Board Minutes

February 11, 2026, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Absent: Member Eads, Member Christine Nelson (*arrived at 10:21 a.m.*), Member Prashant Patel, Member Dante Specchierla, Vice Chair Lori Keller (*left at 11:20 a.m.*), Chair Clint Pearce

TBID Board Absent: 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 February 11 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:

None

--End of Public Comment--

3. CONSENT

Motion By Vice Chair Keller

Second By Member Specchierla

To approve Consent Items 3a. to 3g.

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

Absent (2): Member Nelson, and Member N. Patel

CARRIED (5 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON JANUARY 14, 2026

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 (25 MINUTES)

Drew Uhrig, Danni Winter, and Hayley Corbett from Noble Studios presented the second quarter report for the marketing activities for the SLO TBID.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.b VISIT SLO CAL VISITOR PROFILE STUDY (15 MINUTES)

Molly Cano from Visit SLO CAL shared the results from the 2025 Visitor Profile Study conducted by Heart and Mind Strategies that Visit SLO participated in as a co-op.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.c VISIT SLO BRAND SENTIMENT SURVEY (20 MINUTES)

Hayley Corbett, B.C. LeDoux, and Jeff Delkis from Noble Studios presented the findings from the recent Brand Sentiment Tracker Study, conducted in partnership with Wiser Insights.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

Vice Chair Lori Keller left at 11:20 a.m.

4.d SLO CAL WELCOME PROGRAM (15 MINUTES)

Whitney Chaney from Visit SLO CAL shared updates on the refreshed SLO CAL Welcome Training Program.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a VISIT SLO CAL MARKETING & PR CO-OP FOR WORLD CUP AND HIGHWAY 1 RE-OPENING (15 MINUTES)

Economic Development & Tourism Manager Laura Fielder presented the recommendation of the TBID Marketing Subcommittee for the Board's review and approval on a co-op opportunity from Visit SLO CAL to participate in additional marketing and PR activities related to the World Cup and Highway 1 reopening.

Public Comment:

None

--End of Public Comment--

Motion By Member Specchierla

Second By Member P. Patel

To approve the TBID Marketing Subcommittee recommendation to participate in two co-ops as offered by Visit SLO CAL: 1) Sojern co-op for \$5,000 for the Highway 1 reopening out of the FY 2025-26 Co-Op Marketing Program budget line; and up to \$1,500 to participate in the earned media familiarization "fam" opportunity also for the Highway 1 reopening out of the FY2025-26 FAM hosting budget line.

Ayes (5): Member Eads, Member Nelson, Member P. Patel, Member Specchierla, and Chair Pearce

Absent (2): Member N. Patel, and Vice Chair Keller

CARRIED (5 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

No updates at this time.

6.b MARKETING COMMITTEE UPDATE

Marketing Committee recommendation regarding Visit SLO CAL co-op opportunities was reviewed on Item 5a.

6.c MANAGEMENT COMMITTEE UPDATE

Management Committee reported they reviewed an update on the TBID fund balance and budget.

6.d PCC UPDATE

Member Specchierla provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

Chair Pearce provided a brief update on Visit SLO CAL activities.

6.f TOURISM PROGRAM UPDATE

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

7. ADJOURNMENT

The meeting was adjourned at 11:59 a.m. The Regular Meeting of March 11, 2026, is cancelled and rescheduled. The next *rescheduled* Regular Meeting of the Tourism Business Improvement District Board will be Wednesday, March 4, 2026, at 10 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