



Tourism Business Improvement District Board Minutes

March 4, 2026, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Mark Eads, Member Nipool Patel, Member Prashant Patel (*arrived at 10:07 a.m.*), Member Dante Specchierla, Vice Chair Lori Keller, Chair Clint Pearce

City Staff Present: Economic Development & Tourism Manager Laura Fiedler, Tourism & Community Promotions Manager Jacqui Clark-Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on March 4, 2026 at 10:01 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 Nipool Patel

To approve Consent Items 3a to 3g.

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

Absent (1): Member P. Patel

CARRIED (5 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON FEBRUARY 11, 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 PARTNER RECEPTION RECAP (5 MINUTES)

Economic Development & Tourism Manager Laura Fiedler presented the Partner Reception Recap.

Public Comment:

None

--End of Public Comment--

- 4.b CONTRACTOR EVALUATIONS (15 MINUTES)

Member Prashant Patel arrived at 10:07 a.m.

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the timeline and components of the contractor evaluation process and responded to inquiries.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a Q4 MEDIA PLAN REVIEW (30 MINUTES)

Drew Uhrig and Hayley Corbett from Noble Studios presented the outlined media plan and considerations for the fourth quarter for the Board's review and input, including a preview of the new SLO Life Coach assets. The representatives responded to inquiries.

Public Comment:

None

--End of Public Comment--

To approve Option 1 and 2 with the opportunity to increase proposed budget and spend up to \$400,000 from fund balance to augment both Option 1 and 2 as agency recommends. Marketing Committee will receive the updated proposal at their March 25 meeting, and has been given authority to approve an up to amount on behalf of the full Board.

Motion By Vice Chair Keller
Second By Member Nipool Patel

Ayes (6): Vice Chair L. Keller, Member N. Patel, Member P. Patel, Member M. Eads, Member D. Specchierla and Chair C. Pearce

CARRIED (6 to 0)

5.b IPW BUDGET (5 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:
None

--End of Public Comment--

To approve an additional \$3,990 in projected expenses, which totals \$11,490 including the previously committed \$7,500 for Visit SLO CAL's co-op. All funds to be drawn from the FY2025-26 tradeshow budget.

Motion By Member Nipool Patel
Second By Member Prashant Patel

Ayes (6): Member N. Patel, Member P. Patel, Member M. Eads, Member D. Specchierla, Vice Chair L. Keller, and Chair C. Pearce

CARRIED (6 to 0)

5.c MEETING AND RETREAT SCHEDULING (10 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and confirmed March 14 for the off site all-hands Marketing Retreat.

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Member Specchierla and Vice Chair Keller shared their observations from the past month regarding occupancy and bookings.

6.b MARKETING COMMITTEE UPDATE

No marketing subcommittee meeting was held.

6.c MANAGEMENT COMMITTEE UPDATE

No management subcommittee meeting was held.

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 the restructuring of the Visit SLO CAL team.

6.f TOURISM PROGRAM UPDATE

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager provided the Tourism Program Update.

7. ADJOURNMENT

The meeting was adjourned at 11:21 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for April 8, 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