



Tourism Business Improvement District Board
MARKETING COMMITTEE MINUTES

Wednesday, March 25, 2026 10 a.m.
City Hall, 990 Palm Street, San Luis Obispo

Marketing Committee Vica Chair Lori Keller, Member Dante Specchierla
Members Present:

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-Charlesworth

1. CALL TO ORDER

The March Marketing Committee Meeting was called to order on March 25, 2026, at 10:00 a.m. in the Council Hearing Room, 990 Palm St., San Luis Obispo, by Vice Chair Keller.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. SPRING & SUMMER PAID MEDIA INJECTION (45 MIN)

Representatives from Noble Studios presented the proposed updated media plan and considerations for the fourth quarter and summer month, April through August. With Previous Board approval, the committee approved the recommended spend of \$176,000 which includes a \$97,500 incremental Q4 spend, \$60,000 incremental summer spend, and \$18,500 for Noble's service fee.

4. MARKETING RETREAT PRE-PLANNING (30 MIN)

Staff and representatives from Noble Studios presented the proposed options for the forthcoming Marketing Retreat and received feedback from the committee.

5. ADJOURNMENT

The meeting was adjourned at 11:39 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.