



TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD

Minutes

Wednesday, May 25, 2022

Special Meeting of the Tourism Business Improvement District Board

CALL TO ORDER

The special meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on May 25, 2022 at 10:01 a.m. by Chair David Smith.

ROLL CALL

Present: Chair David Smith and Members Clint Pearce, Pragna Patel-Mueller, and LeBren Harris (Joined at 10:04)

Absent: None

Staff: Tourism Manager Molly Cano and Tourism Coordinator Matt Teel

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Holli West introduced herself as a new employee of the San Luis Obispo Chamber of Commerce.

--End of Public Comment--

OATH OF OFFICE

City Clerk performed the Oath of Office for Clint Pearce.

CONSENT ITEMS

ACTION: MOTION BY BOARD MEMBER HARRIS SECONDED BY BOARD MEMBER PATEL-MUELLER, CARRIED 4-0 TO APPROVE THE CONSENT AGENDA ITEMS C1 THRU C7.

C.1 Minutes of meetings on March 9, 2022, March 23, 2022, April 13, 2022 and April 27, 2022

C.2 Smith Travel Report

C.3 Transient Occupancy Tax (TOT) Reports

C.4 Chamber Public Relations Monthly Report(March and April)

C.5 Chamber Guest Services Monthly Report (March and April)

C.6 Noble Studios & DCI Marketing Monthly Report (March and April)

C.7 Badger Branding Organic Social Report (March and April)

C.8 Notice of Recruitment

BUSINESS ITEMS

1. BOARD MEMBER APPOINTMENTS

The Board discussed various appointments including the selection of the TBID Vice Chair and the SLO representative on the Visit SLO CAL Board of Directors.

Public Comment

None.

--End of Public Comment--

ACTION: MOTION BY MEMBER PATEL-MUELLER TO BECOME THE REPRESENTATIVE FOR THE VISIT SLO CAL BOARD SECONDED BY CHAIR SMITH CARRIED 4-0 to appoint Member Patel-Mueller.

ACTION: MOTION BY MEMBER PEARCE TO BECOME THE TBID VICE CHAIR SECONDED BY MEMBER PATEL-MUELLER CARRIED 4-0 to appoint Member Pearce to TBID Vice Chair.

2. ROLL OUT THE BARRELS SPONSORSHIP

The Board reviewed the sponsorship application from SLO Coast Wine Collective for the advertising support of the Roll Out the Barrels event weekend to be held June 23rd - 26th, 2022.

Public Comment

None.

--End of Public Comment--

ACTION: MOTION BY MEMBER HARRIS SECONDED BY VICE CHAIR PEARCE CARRIED 4-0 to approve the \$4500 sponsorship of the Roll Out the Barrels event.

3. FY23 TBID PROGRAM BUDGET

The Board discussed the initial budget allocations for FY23 based on the revenue projections for the TBID fund, including receiving contract proposals for consideration from Noble Studios and Badger Branding. The board and staff discussed the increased budget and how the additional costs have been affected by the new TBID marketing plan, contractor deliverables and TOT funds available.

Public Comment

None.

--End of Public Comment--

ACTION: MOTION BY VICE CHAIR PEARCE SECONDED BY MEMBER HARRIS CARRIED 4-0 to approve the two-year contract extension with Noble Studios and the FY23 contract budget of \$900,600 as presented.

ACTION: MOTION BY MEMBER HARRIS SECONDED BY MEMBER PATEL-MUELLER CARRIED 4-0 to approve the first contract extension with Badger Branding for FY23 and contract budget of \$128,200 as presented.

TBID LIAISON REPORTS AND COMMUNICATION

1. **HOTELIER UPDATE** – The Board discussed hotel activities.
2. **PCC UPDATE** – Chair David Smith provided an update on the Meeting Minutes from the PCC meeting on April 13, 2022.
3. **VISIT SLO CAL UPDATE** – Vice Chair Pearce and Tourism Manager Cano provided an update.
4. **TOURISM PROGRAM UPDATE** – Tourism Manager Cano provided current project updates.

ADJOURNMENT

The meeting was adjourned at 11:28 a.m. The next Tourism Business Improvement District Board Regular meeting is scheduled for June 9, 2022 at 3:00 p.m. held at City Hall.

APPROVED BY THE TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD: XX/XX/XX