



TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD

Minutes

Thursday, June 9, 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 June 9, 2022 at 3:00 a.m. by Chair David Smith.

ROLL CALL

Present: Chair David Smith and Members Clint Pearce, Pragna Patel-Mueller (left meeting at 3:45 PM), Lori Keller, and LeBren Harris (Joined at 3:10 PM)

Absent: None

Staff: Deputy City Manager Greg Hermann

APPOINTMENT - OATH OF OFFICE

City Clerk Teresa Purrington administered the Oath of Office to newly appointed Board Member Lori Keller.

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.

--End of Public Comment--

CONSENT ITEMS

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

C.1 Minutes of meetings on May 25, 2022.

C.2 Smith Travel Report PEARCE

C.3 Transient Occupancy Tax (TOT) Reports

C.4 Chamber Public Relations Monthly Report

C.5 Chamber Guest Services Monthly Report

C.6 Noble Studios & DCI Marketing Monthly Report

C.7 Badger Branding Organic Social Report

BUSINESS ITEMS

1. FY23 TBID PROGRAM BUDGET

Deputy City Manager Greg Hermann provided an overview of the FY23 budget allocations for the TBID fund based on the revenue projections for recommendation to City Council.

Public Comment

None.

--End of Public Comment--

ACTION: MOTION BY MEMBER PATEL-MUELLER AND SECONDED MEMBER PEARCE BY CARRIED 5-0 to recommend to the City Council to approve the FY 23 budget allocations for the TBID.

2. FY22 TBID BUDGET + FY21 FUND BALANCE

Hayley Corbett, Noble Studios provided a presentation regarding expanded email marketing campaign.

Public Comment

Dusty Colyer-Worth

--End of Public Comment--

ACTION: MOTION BY BOARD MEMBER KELLER SECONDED BY BOARD MEMBER PEARCE CARRIED 4-0 (WITH BOARD MEMBER PATEL-MUELLER ABSENT) to approve the additional fiscal year expenses from FY21 fund balance and to recommend to Council that the City Manager be authorized to utilize FY21 fund balance in FY23 at the TBID's recommendations.

TBID LIAISON REPORTS AND COMMUNICATION

1. **HOTELIER UPDATE** – The Board discussed hotel activities.

2. **PCC UPDATE** –None.

3. **VISIT SLO CAL UPDATE** – None

4. **TOURISM PROGRAM UPDATE** – None

ADJOURNMENT

The meeting was adjourned at 4:46 p.m. The next Tourism Business Improvement District Board Regular meeting is scheduled for June 22, 2022 at 10:00 a.m. held at City Hall.

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