



Tourism Business Improvement District Board Minutes

May 10, 2023, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

Tourism Business Improvement District Board Present: Committee Member Lori Keller, Committee Member Winston Newland, Committee Member Prashant Patel, Megan Taylor, Vice Chair Lydia Bates

Tourism Business Improvement District Board Absent: Chair Clint Pearce

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order at 10:04 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Vice Chair Bates.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Committee Member Keller

Second By Committee Member Patel

To approve the Consent Agenda Items 3a. through 3h.

Ayes (5): Committee Member Keller, Committee Member Newland, Committee Member Patel, and Vice Chair Bates

Absent (1): Chair Pearce

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON APRIL 12, 2023
- 3.b MINUTES OF TBID SPECIAL MEETING ON APRIL 26, 2023
- 3.c SMITH TRAVEL REPORT (STR)
- 3.d TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.e SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.f SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.g NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 3.h BADGER BRANDING ORGANIC SOCIAL REPORT

4. BUSINESS ITEMS

- 4.a TBID ANNUAL CONTRACT PROPOSALS

- 4.a.1 Cal Poly Athletics - Sponsorship**

- 4.a.2 San Luis Obispo Chamber of Commerce - Visitor Services & Public Relations**

- 4.a.3 Badger Branding - Amendments to Content Marketing Services**

- 4.a.4 Noble Studios - Amendments to Marketing Services**

The Board received a presentation on each of the contract proposals from the strategic partners and contractors.

No action taken on any of the proposals.

- 4.b CROWDRIFF RENEWAL

Motion By Committee Member Keller

Second By Committee Member Patel

To approve the renewal the Crowdriff Service contract.

Ayes (5): Committee Member Keller, Committee Member Newland, Committee Member Patel, Committee Member Taylor, and Vice Chair Bates

Absent (1): Chair Pearce

CARRIED (5 to 0)

4.c HOTEL PHOTO PROJECT

The board was presented with four photography project proposals, ranging in price from \$6-\$57k.

Motion By Committee Member Keller

Second By Committee Member Patel

To approve to contract with TriMotion Media in a not to exceed amount of \$20,000 for the production of TBID hotel photo assets.

Ayes (5): Committee Member Keller, Committee Member Newland, Committee Member Patel, Committee Member Taylor, and Vice Chair Bates

Absent (1): Chair Pearce

CARRIED (5 to 0)

4.d SUMMER SUPPLEMENTAL PAID MEDIA BUDGET ALLOCATION

Due to the timing of the contract renewal and contract funding in FY24, the TBID considered opportunities for supplemental media funding to keep the advertising programs for the TBID on from July through mid-August, when the FY 24 contract would be funded. Noble Studios presented 3 options including a new media injection of \$34,500 (including fees), pre-paying of \$30,000 or pausing media until mid-August.

Motion By Committee Member Patel

Second By Committee Member Keller

To approve the funding of \$34,500 to Noble Studios for the Media Injection as presented in the meeting.

Ayes (5): Committee Member Keller, Committee Member Newland, Committee Member Patel, Committee Member Taylor, and Vice Chair Bates

Absent (1): Chair Pearce

CARRIED (5 to 0)

4.e MIDWEEKEND PROMOTION RECAP

Continued to a future meeting.

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

Member Taylor indicated that she would be leaving the Board as she is moving to another hotel outside of San Luis Obispo.

5.b PCC UPDATE – LIAISON REPORT

Tourism Manager Cano provided a brief update on PCC.

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

Member Bates is recommended to the Visit SLO CAL marketing committee by the marketing committee.

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Manager Cano provided an update on the Tourism Programs.

6. ADJOURNMENT

The meeting was adjourned at 12:18 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for June 14, 2023, 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