



Tourism Business Improvement District Board Minutes

June 28, 2023, 9:30 a.m.

City Hall, 990 Palm Street, San Luis Obispo

Tourism Business Improvement District Board Present: Member Lori Keller, Member Winston Newland, Member Prashant Patel, Member Sandy Sandoval, Chair Clint Pearce
(one vacant seat)

Tourism Business Improvement District Board Absent: Vice Chair Lydia Bates

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, City Clerk Teresa Purrington, Deputy City Clerk Megan Wilbanks

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on June 28 at 9:30 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:

Meghan Olson, the new Tourism Intern for the City of San Luis Obispo, introduced herself to the Board.

--End of Public Comment--

3. OATH OF OFFICE

City Clerk Teresa Purrington administered the Oath of Office to newly-appointed TBID Board Member, Sandy Sandoval.

4. CONSENT

Motion By Member Keller

Second By Member Newland

To approve Consent Items 4a to 4g.

Ayes (5): Member Keller, Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

- 4.a MINUTES OF TBID REGULAR MEETING ON MAY 10, 2023
- 4.b SMITH TRAVEL REPORT (STR)
- 4.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 4.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 4.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 4.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 4.g BADGER BRANDING ORGANIC SOCIAL REPORT

5. BUSINESS ITEMS

- 5.a FY 23-24 VISIT SLO MARKETING & BUSINESS PLAN AMENDMENT APPROVAL

Tourism Manager Molly Cano, along with Hayley Corbett and Gabbi Hall with Noble Studios, Katy McGrath with Badger Branding and Hollie West with the SLO Chamber provided an overview of the 2023-24 Visit SLO Marketing & Business Plan Amendments and responded to Board inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Member Patel

Second By Member Newland

Approval of the amendments, as presented, to the second year of the FY 2022-24 Visit SLO Marketing & Business Plan.

Ayes (5): Member Keller, Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.b FY 23-24 TBID PROGRAM BUDGET

Tourism Manager Molly Cano provided an overview of the TBID Program Budget and reported on the recommendations from the Budget Task Force, which was comprised of Chair Clint Pearce, Member Lydia Bates, and Member Prashant Patel.

Public Comment:

None

--End of Public Comment--

Income Source	2022-23	2023-24	2024-25
TOT Revenue Assumption (City)	\$ 8,636,000	\$ 10,704,000	\$ 10,918,080
TBID Assessment (20% of TOT Revenue)	\$ 1,727,200	\$ 2,140,800	\$ 2,183,616
Carryover/Available Fund Balance Transfer	\$ 1,727,200	\$ 2,140,800	\$ 2,183,616
TBID Program Budget	\$ 1,727,200	\$ 2,140,800	\$ 2,183,616
Fund Reserve	\$ 100,000		
Difference		\$ 413,600	

Expenditure	FY 22-23	% of Budget	FY 23-24	% of Budget	\$\$ Difference	Notes
Operations/Staffing						
Administration Overhead (2% of TBID Assessment)	\$ 34,544	2.0%	\$ 42,816	2.0%	\$ 8,272	
Staffing (FTE & .75 FTE)	\$ 208,391	12.1%	\$ 276,698	12.9%	\$ 68,307	
Staffing Contingency	\$ -	0.0%	\$ 38,302	1.8%	\$ 38,302	Available for staffing reorg and additional support as needed (intern, Admin Support)
Contracts & Marketing Services						
Marketing Contract - Noble Studios/DC	\$ 900,600	52.1%	\$ 1,000,000	46.7%	\$ 99,400	Final year extension
Chamber of Commerce - PR	\$ 45,000	2.6%	\$ 50,000	2.3%	\$ 5,000	2-year agreement; 50/50 split with PCC
Chamber of Commerce - Guest Services	\$ 47,500	2.8%	\$ 51,975	2.4%	\$ 4,475	2-year agreement; 70/30 split with PCC; hold funding increase until staffing complete
Chamber of Commerce - Media Monitoring Service Fee	\$ 3,527	0.2%	\$ 3,713	0.2%	\$ 186	2-year agreement; 50/50 split with PCC
Co-op Marketing Program Funding	\$ 30,000	1.7%	\$ 45,000	2.1%	\$ 15,000	Additional funding for new and expanded opportunities
Content Marketing Services - Badger Branding	\$ 128,200	7.4%	\$ 87,800	4.1%	\$ (40,400)	Final year extension; funding decrease due to the removal of content creator funding
Partnerships						
Cal Poly Athletics	\$ 62,000	3.6%	\$ 65,000	3.0%	\$ 3,000	2-year agreement
EcoSLO - Sustainability Initiative	\$ 17,272	1.0%	\$ 21,408	1.0%	\$ 4,136	Continuation of Keys for Trees program; 1% of projected TBID revenue
SLO Coast Wine Collective Membership	\$ 5,000	0.3%	\$ 5,000	0.2%	\$ -	1-year partnership agreement
Events & Promotions						
General Events Promotion	\$ 30,000	1.7%	\$ 100,000	4.7%	\$ 70,000	Increase in event funding; actual funding in FY23 was 580k on events
Event Activation + Collateral	\$ 40,000	2.3%	\$ 40,000	1.9%	\$ -	Approved for staff use on purchase of swag; banner printing; and event activation expenses
Seasonal Promotion	\$ 25,000	1.4%	\$ 25,000	1.2%	\$ -	Intended for Midweekend or similar promotion
Tradeshows						
Tradeshows	\$ 15,000	0.9%	\$ 25,000	1.2%	\$ 10,000	For TBID participation in IPW; Visit SLO CAL missions and other tradeshow opportunities
Tourism Conferences	\$ 8,000	0.5%	\$ 8,000	0.4%	\$ -	For staff attendance at industry conferences like Outlook Forum, CCTC Fall + spring retreats, etc.
Tourism Organizations						
CCTC Dues	\$ 1,000	0.1%	\$ 1,000	0.0%	\$ -	Membership fee for regional organization
Smith Travel Report	\$ 3,500	0.2%	\$ 3,500	0.2%	\$ -	Cost of report agreement
CalTravel Membership	\$ 1,000	0.1%	\$ 1,000	0.0%	\$ -	Membership fee for statewide organization
California Hotel & Lodging Association	\$ 28,570	1.7%	\$ 30,000	1.4%	\$ 1,430	Earmarked funds for CHLA membership; final amount TBD
Research + Program						
Research + Program Development	\$ 50,000	2.9%	\$ 160,000	7.5%	\$ 110,000	Funding earmarked for Sales/Meetings consultant & strategy development, Strategic Plan Update consultant, and Brand Sentiment research
Support/ Meetings						
Tourism Program Expenses	\$ 5,000	0.3%	\$ 7,500	0.4%	\$ 2,500	Miscellaneous staff expenses
FAM Trip Hosting	\$ 5,000	0.3%	\$ 8,000	0.4%	\$ 3,000	Increase based on other contract changes related to FAMs
Services/Online Tools/Fulfillment (Dropbox, Crowdift, Survey Monkey)	\$ 11,500	0.7%	\$ 15,000	0.7%	\$ 3,500	Increase based on incremental service cost increases
Contingency						
Contingency Fund	\$ 20,000	1.2%	\$ 29,000	1.4%	\$ 9,000	To be allocated by TBID Board as needs and opportunities arise
Total Committed	\$ 1,725,804		\$ 2,140,712			
Funds Remaining	\$ 1,396		\$ 89			
Total	\$ 1,727,200		\$ 2,140,800			

**Motion By Member Newland
Second By Member Sandoval**

Approval of the recommendations from the Budget Task Force and TBID Board recommendation to City Council to approve the FY 2023-24 TBID Budget and program allocations.

Ayes (5): Member Keller, Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.c TBID CONTRACT APPROVALS

Tourism Manager Molly Cano provided an overview of the TBID contracts that are ready for approval by the Board and responded to questions.

Public Comment:

None

--End of Public Comment--

Motion By Member Patel

Second By Member Newland

Approve the following contractor agreements:

- Final year extension of work with Noble Studios for marketing contract services in FY 23-24
- Final year extension of Badger Branding for organic content marketing services in FY23-24
- Two-year agreement for FY 23-24 and FY 24-25 with the SLO Chamber for Visitor Services; difference in funding amount paid at the end of the year based on staffing requirements met
- Two-year agreement for FY 23-24 and FY 24-25 with SLO Chamber for Public Relations
- Two-year agreement for FY 23-24 and FY 24-25 with Cal Poly Athletics

Ayes (5): Member Keller, Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.d VISIT SAN LUIS OBISPO BRANDED SWAG ITEMS

Tourism Analyst Jacqui Clark-Charlesworth provided an overview of the proposed items to be branded and responded to questions.

Public Comment:

None

--End of Public Comment--

Motion By Member Patel

Second By Member Keller

Approve staff's recommended branded swag items and allocate \$50,000 from the Fund Balance to cover the purchase cost.

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

5.e KIND TRAVELER PARTNERSHIP

Tourism Manager Molly Cano provided an overview of the Kind Traveler partnership and responded to questions. She noted that Visit California is in partnership with Kind Traveler, which presents a Co-Op opportunity where Visit CA subsidizes portions of member commitments, which reduces the TBID's investment cost. The TBID's commitment would be using the Kind Traveler platform to promote the 'Keys for Trees' program. There is also an opportunity to acquire the platform's registered emails to help build the TBID's database of sustainable travelers for future targeted outreach, as well as future opportunities to add on other programs like press or creator FAM visits.

Public Comment:

None

--End of Public Comment--

Motion By Member Newland

Second By Member Patel

Approve a two-year paid partnership with Kind Traveler through Visit California to support the sustainability efforts of Visit San Luis Obispo and allocate the following funds:

- Year one rate: \$17,500 (reduced from \$50,000 with the Visit California Co-Op); year one funding from available Fund Balance
- Year two+ rate: \$12,495 (reduced from \$50,000 with the Visit California Co-Op); committing to Year 2 at the time of signing for Year 1 receives a 15% discount on the originally quoted price (\$14,700) to further reduce the total to \$12,495.

Ayes (5): Member Keller, Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (1): Vice Chair Bates

CARRIED (5 to 0)

Member Keller left the meeting at 11:15 a.m. and will be absent for the duration of the meeting.

5.f Q1 PLANNING + MEDIA PLAN REVIEW & APPROVAL

Danni Winter, Performance Marketing Director at Noble Studios, presented the planning strategy for the First Quarter and a review of the Media Plan.

Public Comment:

None

--End of Public Comment--

Motion By Member Patel

Second By Member Sandoval

Approve the Q1 Media Plan as presented.

Ayes (4): Member Newland, Member Patel, Member Sandoval, and Chair Pearce

Absent (2): Member Keller, and Vice Chair Bates

CARRIED (4 to 0)

5.g WEBSITE STATUS UPDATE

Hayley Corbett, Senior Client Success Manager, and Breanne Standingwater, Senior Project Manager, with Noble Studios provided an update on the status of the new visitSLO.com website; estimated launch date is Tuesday, July 11, 2023.

Public Comment:

None

--End of Public Comment--

Action: The TBID received an update on the VisitSLO.com redesign project and the status of the project contingency budget. No formal action required.

6. TBID LIAISON REPORTS AND COMMUNICATION

6.a HOTELIER UPDATE – LIAISON REPORTS

Member Patel reported that he attended the AAHOA event and shared that members appreciated the photoshoot, especially the small 'mom and pop' establishments.

6.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided an update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Chair Pearce provided an update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Manager Molly Cano provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 11:55 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 12 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/2023