Based on the threat of COVID-19 as reflected in the Proclamations of Emergency issued by both the Governor of the State of California, the San Luis Obispo County Emergency Services Director and the City Council of the City of San Luis Obispo as well as the Governor’s Executive Order N-29-20 issued on March 17, 2020, relating to the convening of public meetings in response to the COVID-19 pandemic, **the City of San Luis Obispo will be holding all public meetings via teleconference. There will be no physical location for the Public to view the meeting. Below are instructions on how to view the meeting remotely and how to leave public comment.**

Additionally, members of the Tourism Business Improvement District (TBID) Board are allowed to attend the meeting via teleconference and to participate in the meeting to the same extent as if they were present.

**Using the most rapid means of communication available at this time, members of the public are encouraged to participate in TBID meetings in the following ways:**

1. **Remote Viewing** - Members of the public who wish to watch the meeting can view:
   - Go to Webinar:
     - Registration: [https://attendee.gotowebinar.com/rt/799355256346438926](https://attendee.gotowebinar.com/rt/799355256346438926)
     - Webinar ID: 473-731-083
     - You must register to view via Webinar.

2. **Public Comment** - The TBID will still be accepting public comment for **only** items on the agenda. Public comment can be submitted in the following ways:
   - **Mail or Email Public Comment**
     - **Received by 10:00 AM on the day of meeting** - Can be submitted via email to: [advisorybodies@slocity.org](mailto:advisorybodies@slocity.org) or U.S. Mail to City Clerk at: 990 Palm St. San Luis Obispo, CA 93401
     - **Emails sent after 10:00 AM up until public comment is opened on the item** – Limited to one page emailed to cityclerk@slocity.org will be read aloud during the public comment period.
   - **Verbal Public Comment - Call (805) 781-7164,** state and spell your name, mention the agenda item number you are calling about and leave your comment. The verbal comments must be received by 10:00 AM on the morning of the noticed meeting and will be limited to 3 minutes. All voicemails will be forwarded to the TBID members and saved as Agenda Correspondence.

All comments submitted will be placed into the administrative record of the meeting.
CALL TO ORDER  Chair John Conner

ROLL CALL:  Chair John Conner, Pragna Patel-Mueller, Clint Pearce, LeBren Harris, John Byrns, Natalie Ward and David Smith

PUBLIC COMMENT: At this time, people may address the Committee about items not on the agenda. Persons wishing to speak should come forward and state their name and address. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

CONSENT ITEMS

- C.1 Minutes of Meeting on Wednesday, September 9, 2020
- C.2 Smith Travel Report
- C.3 Transient Occupancy Tax (TOT) Report
- C.4 Chamber Public Relations Monthly Report
- C.5 Chamber Visitor Center Monthly Report
- C.6 Noble Studios & DCI Marketing Monthly Report
- C.7 Marketing Committee: Co-Op Program Approval

PRESENTATIONS

1. NEW BOARD MEMBER INTRODUCTIONS  10 mins
   The Board will do a brief introduction with the new committee members Natalie Ward and David Smith.

2. MARKETING SERVICES QUARTER REPORT  25 mins
   Representatives from Noble Studios and DCI will present the first quarter report for the marketing activities for the SLO TBID.

3. PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT  15 mins
   Representatives from the SLO Chamber will present the quarter report for the Public Relations and Guest Services activities with the SLO TBID.

BUSINESS ITEMS

1. 2020-21 TBID ANNUAL MARKETING PLAN  30 mins
   Representatives from Noble Studios will present the 2020-21 SLO TBID Annual Marketing Plan for the Board discussion & approval as recommended by the Marketing Committee.

2. CALIFORNIA HOTEL & LODGING ASSOCIATION (CHLA) MEMBERSHIP RENEWAL  10 mins
   Staff will present the renewal information for CHLA for Board discussion & approval as recommended by the Management Committee.
3. **2021-23 COUNCIL GOAL SETTING PROCESS**  
   The City’s Principal Budget Analyst, Natalie Harnett will present the 2021-23 Financial Planning process including the instructions for Advisory Body input for the City Council goal-setting portion of the effort.

**TBID LIAISON REPORTS AND COMMUNICATION**

1. **HOTELIER UPDATE** – Liaison Reports
2. **MARKETING COMMITTEE UPDATE** – Meeting Minutes: October 7, 2020
3. **MANAGEMENT COMMITTEE UPDATE** – Meeting Minutes: October 8, 2020
4. **PCC UPDATE** – Meeting Minutes: September 9, 2020
5. **VISIT SLO CAL UPDATE** – Liaison Reports
6. **TOURISM PROGRAM UPDATE** – Staff Report

**ADJOURNMENT**

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for Wednesday, November 18, 2020 at 10:00 a.m. held remotely and via teleconference.

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk’s Office at (805) 781-7100 at least 48 hours before the meeting, if possible. Telecommunications Device for the Deaf (805) 781-7107.

Meeting audio recordings can be found at the following web address:  