



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

January 27, 2016

1:00 p.m.

Cavalier Oceanfront Resort ~ Butte Room
250 San Simeon Ave.
San Simeon, CA 93452

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: John King, Bram Winter, Laila Kollmann, Lori Keller, Mike Hanchett, Matt Masia

County Liaison: Nikki Schmidt (absent); CAO: Cheryl Cuming

Absent: Shirley Lyon

Guests: Erin Hoffman & Maggie Torrez (Collaboration Business Consulting)

Call to Order by Laila Kollmann at 1:03 p.m.

Public Comment: The Visit California Outlook conference is upcoming and includes a nomination for a Poppy Award. Lori Keller outlined the focus of Visit California. John King asked if three counties got together would do CC marketing. Lori said that Noreen Martin had mentioned CCTC.

Administrative Items:

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Bram Winter to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report. CAO Cuming also noted on the financials that the remaining contingency totals \$166,000.

- Upcoming Events

Upcoming CBID Board Meetings are February 24 and March 23.

ABTA will hold a constituent and committee mixer on February 18. Laila Kollmann, John King and Lori Keller all confirmed that they will attend.

Business/Presentations:

There were no presentations.

DISCUSSION ITEMS

There were no discussion items.

ACTION ITEMS

Local Fund and Matching Fund Applications

Avila Beach SLO Ultra at Wild Cherry Canyon:

John King inquired about EventBrite ticket tracking and the date of the event. Lori Keller suggested considered sale price on tickets.

A motion was made by Matt Masia and seconded by Mike Hanchett, to approve an amount of \$15,000 for the first year, \$12,500 for the second year, and \$10,000 for the third year. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

Board Retreat

Marketing/Services

Key is visitors spending more per stay and staying multiple nights. CBID needs to diversify revenue stream by getting new visitors. Approaches are to be more integrated with other agencies and utilize technology in new and better ways. Need to highlight Highway 1 Discovery Route, differentiate from 17-mile drive. Key is determining what makes H1DR special, like improved overall quality of life (infrastructure and beautification), a great place to live is a great place to stay. There is a need to breakdown the divide so that residents welcome tourists.

The result of efforts is that money is going further, not being splintered, as a result of collaboration. This has contributed to economic vitality, cleaner and safer community, sustainability within the community, and stewardship efforts. There is a strong value proposition to justify the cost.

Management/Operations

Proven ability to improve marginal revenue ROI - efficiency spending with one pool of money. There was duplication within structure of how it was setup. CBID is leveraging better what we spend money on, being the place to go for coast and wine. Paso wine will be key.

A model is needed. The board has diversity; there is need for local fund involvement and the owners are important.

Constituents/Partnership

The duplication issue has been addressed. There needs to be one focus where all participate and CMT can spend more time with Visit California tools. The board is aware of efforts, working at a higher level, as well as understanding, appreciating and recognizing success.

Erin Hoffman reviewed the process. Structure is:

- Weekly actions
- Quarterly projects
- This year's key objectives (goals)
- 5-Year Vision
- Mission/Values

A smaller group will identify milestones and returning them to February board meeting.

Matt Masia commented that improvement has been achieved and asked what each property is really getting out of the efforts. He feels that there is improvement in getting properties involved in the CBID's programs.

Laila Kollmann asked if there is a better way to present information.

Erin asked what the perceived value is by constituents. John King said that people will only get out what they put into it and he wants to support those who want to participate. He feels that the connection between Visit SLO and CBID is important and asked how it will work.

Mike Hanchett said there needs to be focus on 80% versus 20% that have to be pulled in.

Erin addressed:

- Mission/Values - Why do we exist?
- 5-Year Vision - What do we want to accomplish?

If these two items don't exist, then the organization will drift. Milestones should be created to break into annual pieces so that goals can be accomplished. Then there will be a focus on 12-month key objectives, broken into quarterly and weekly action steps.

Erin referenced the Board Interview Summary, asking different board members to review each category.

CAO Cuming suggested stakeholder collaboration and increased multi-regional collaboration. John King noted wine region integration.

Erin asked what the CBID will look like in 5 years and what is the end result that everyone wants to see. Each board member privately completed a 5-year vision worksheet. This was followed by a presentation of break-out sessions.

The group conducted an exercise of placing 5 dots on priority items, with the result of:

1. Funds going to bigger countywide and statewide initiatives
2. Collaboration/unification (VSLOC) without losing local representation
3. Measurement tool
4. People from farther away, staying longer
5. People come for unique experiences
6. Grow awareness

Lori Keller and CAO Cuming will meet further to define a draft 5-year plan.

5-YEAR VISION WORKSHEET

Imagine that it is five years from today, the date is January 27, 2021. Imagine that you are looking back at the successes from 2016 through 2020.

Marketing/Services

What type of individuals have we attracted to our region?

- More millennials and international travelers

- Leisure traveler from airport communities

What innovative concepts are we offering/participating in?

- Creating a deeper connection to the area

- Locals welcoming visitors

What impact have we had on the communities we represent?

- More tax dollars supporting infrastructure and beautification

An article is being written about the CBID - what does the article state? What are some of the main accomplishments achieved in the last 5 years?

- Trending above California average in total occupancy tax

- Improved ADR as visitors connect the value of staying in this place

- Tourism dollars are supporting community growth and improvement

Management/Operations

What major success or milestones has the CBID achieved in 2016-2020?

- CBID will be fully integrated partnership with VSLOC

- More multi-regional collaboration/communities working together

How do we know that we have been successful? How is it measured or quantified?

- Greater number of lodging properties participating in our programs

- Measurement is undetermined

What types of individuals have we attracted to be Board Members? (CBID and local boards)

- People who see the bigger picture above their own interests

- People who are visionary, inventive

- People who have strong connections back to the local boards

Constituents/Partnerships

What types of collaborative projects is the CBID doing with other BIDs?

- Co-op with VSLOC

- Co-op with local fund boards

- Event co-op to support multi-regional programs

What is the constituent's experience with CBID 5 years from now?

- There will be more integration at a program level

- A structure that supports more direct delivery of what owners need at individual properties

What do our constituents value most about what the CBID has to offer?

- Expertise

Marketing that they could not afford on their own

Adjournment

The meeting was adjourned at 3:45 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

February 24, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Mike Hanchett, Matt Masia

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Shirley Lyon, Bram Winter, John King

Guests: John Sorgenfrei & Mark Elterman (core marketing), Heather Muran (SLO Wine Country), Maria Bennetti (Stolo Family Vineyards)

Call to Order

by Laila Kollmann at 12:08 p.m.

Public Comment

Laila Kollmann acknowledged Shirley Lyon's absence. Nikki Schmidt reminded the board that CAO evaluation input is needed and ROI is on April 19 with hearing on May 24.

Administrative Items

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Matt Masia to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report. CAO Cuming also noted on the financials that the remaining contingency totals \$164,000. In March meeting the board can motion to move \$60,000 Savor amount. CAO Cuming noted the co-op budget will be over and category will remain on budget.

- Administrator's Report and Partner Update

CAO Cuming reviewed the report with VSLOC research questions. CAO Cuming noted her interest in contract work with Santa Maria TID. Laila Kollmann is working with Booking.com and VSLOC.

- Outlook Conference and Poppy Award

Lori Keller provided a quick overview. She attended an international committee meeting with interest about SLO County, Highway 1, wine and Hearst Castle. Matt Masia agrees that the board needs to increase awareness with international markets. John Sorgenfrei stated that H1DR emulates so many values and they need to be promoted, including that safety is important.

The Stewardship Traveler Program won the Poppy Award for commitment to community.

- Upcoming Events

Upcoming CBID Board Meetings are March 23 and April 27.
Reminder to the Board that Forms 700 are due by April 1.

Business/Presentations:

Heather Muran and Maria Bennetti presented about a Coastal AVA. Heather reviewed a PowerPoint and provided handouts of maps and a media coverage report. She reviewed what an AVA (American Viticultural Area) is and why an AVA is needed. The map included neighboring AVAs and the proposed Coastal AVA that would be in SLO County. Heather reviewed a proposed \$30,000 partnership with CBID. She confirmed who is supporting the petition, including several wineries, growers, and Cal Poly. She reviewed what the focus is on economic impact and what the benefits to tourism would be. Heather also included what the metric for measuring success would be.

Nikki Schmidt asked if supporters were helping to fund. Maria Bennetti confirmed that the minimum needed is \$70,000 and they have raised \$30,000 so far. Nikki asked if they had approached other tourism partners and Heather stated that VSLOC, Pismo Beach and City of San Luis Obispo will be approached. Maria noted that it will be a true coastal region, reaching only one mile inland which creates significant overlay with CBID. It's a region currently not connected to any brand and labeling is confusing as they currently put SLO County.

Matt Masia asked what the benefits of \$30,000 investment would be. Heather reviewed the benefits and Mike Hanchett asked if they would be in perpetuity or only for the first year. Heather was unable to specify; Maria added that there would be inclusion on all marketing materials. Lori Keller inquired if there were any examples of other TIDs that have funded AVA formations. Heather said that she wasn't aware of any.

Mike Hanchett wanted to know the overall SLO Wine Country budget. Heather indicated that it's \$500,000 annually and with the new AVA it could potentially increase \$200,000 to \$300,000. Mike asked if the AVA status would allow for additional grant funding. Heather said that she believes it would as the current area is very fractured.

John Sorgenfrei inquired what the difference was in comparison to Paso's numbers. Maria stated that there would be 11 members on the North Coast, and that Paso is much larger. John asked if consumers really look to an AVA to figure out where to go. Heather noted that Paso wines are often requested by name and Maria stated that they would tap specific audiences who do visit a region to taste certain wines.

Matt Masia said that he really wants to understand the benefits of sponsorship - would all properties be included individually - and wanted the details more clearly defined. Mike Hanchett understood that it's a long term investment and needs to tie back to direct benefits to lodging. Lori Keller commented that there are 16 AVAs in Napa County and she would like to understand how Coastal AVA labeling would help more than using SLO County of Central Coast. Heather said that Edna Valley and Arroyo Grande Valley would be sub-AVAs of Coastal area and that a united voice is important. Matt Masia noted that Paso AVA and Paso TID relationship has been a beneficial partnership with specific benefits. Heather said that 70,000 wine maps is a big benefit.

Nikki Schmidt asked how Edna Valley and Arroyo Grande AVA formations were funded and Heather stated that they were done through private contributions. Lori said that she wants to do the right thing and asked how CBID's mission would allow these funds to be allocated in a meaningful way. Nikki stated that the mission of "heads in beds" is clear and that in the future there may be a way to justify the use of funds. Heather noted that there will be a marketing tool to provide to lodging that would allow them to promote coastal wine tasting. It would include developed wine trails and tie-in lodging locations.

Nikki Schmidt will take the proposal to County council to review.

Discussion Items

- **Strategy/Topic Discussion: 5-Year Vision Summary**

CAO Cuming shared the overall process and documents regarding the vision and how it represents where the CBID wants to be in the future. Lori Keller confirmed that once the vision is agreed upon that the board needs to define milestones. Nikki Schmidt said that she thinks an overview or introduction needs to be added. Mike Hanchett questioned the 30% increase and how that number was arrived at. Lori asked if key pillars should be identified and it was agreed that they should. CAO Cuming referred to City of SLO and their work with Caraggio Group and how it refers back to their overall purpose.

- **Core Marketing Team**

The team reviewed the Powerpoint for the fall campaign with outcomes. Mark Elterman reviewed goals and focus for paid digital approach with comparisons of 90-day campaign for 2015 versus 2014. Lodging search is down as it was required in 2014 and wanted it to happen organically in 2015. The subscriber base grew almost 20% year over year. Mark shared the profile of conversions noting that over 50% of viewers are using mobile devices with conversions to entry up 22%. Mark also reviewed the last 30 days for Coastal Discovery and Stewardship with site sessions increasing from 8,500 to 18,600, including stay page completions going from 2% to 15%. Lori Keller asked for more detail on video viewing patterns.

Mark reviewed the spring campaign creative for multi-generational approach. They are testing creative, generating video and completing the photo sheet. Lori noted that there is a need to drill down to our marketing proposition of where we are and why we are unique. She asked how the landing page will close this loop. It was noted that VSLOC's research project outcome will provide some insights and that CBID's section of Highway 1 is different than the areas to the north and south. John Sorgenfrei said that the '10 destinations...1 fantastic vacation' approach is a unique selling point. Lori wants to understand what resonates with the consumer. John noted that the amount of content is key and that more is a good approach if people want options.

It was requested that a Google map be added to the website that shows the proximity of things to-do.

CAO Cuming confirmed positive outcomes of February events and will provide a report next month. Matt Masia is considering promoting locally to get better connection with our efforts in the local community. John Sorgenfrei shared information on the Diablo co-op, as well as confirming next steps on Reveal and American Airlines, as well as 805 Living.

- **Marketing Sub-Committee Report**

An update on Chardonnay Symposium was requested from John Sorgenfrei

Action Items

Infrastructure and Beautification Grant Program

Nikki Schmidt provided a draft request for application. The policy will be presented to the board in March and input is being sought from CBID. Non-profits must have a valid current status from the state Attorney General and Secretary of State offices. The makeup of the review committee needs to be confirmed. Program will begin first quarter of 2016/2017 year and will look to potentially bring \$100,000 forward if applications are submitted by year-end.

Coastal AVA Funding

A motion was made by Mike Hanchett and seconded by Matt Masia to reallocate \$30,000 from SAVOR budget to work with SLO Wine Country to build a marketing partnership as CBID has with others to grow wine awareness of our region.

Matt Masia said that there needs to be further negotiation to define the benefits to CBID. CAO Cuming confirmed the current SLO Wine Country partnership with Edna Valley/Arroyo

Grande Valley and Avila Beach. John Sorgenfrei recommended we get more clearly defined benefits. Matt noted how the North Coast markets their 11 tasting rooms with the Pacific Coast Wine Trail. Mike sees a long term benefit of being part of a clearly defined wine region. Lori feels the promotion of SLO Coast could be done without having to pay to form an AVA.

The motion was withdrawn by Mike Hanchett and agreed upon by Matt Masia. Laila Kollmann specifically asked about a funding application.

A motion was made by Lori Keller and seconded by Mike Hanchett not to fund the Coastal AVA petition effort. The board recommended creating a collaborative marketing effort to further fund a strategic partnership. CAO Cuming will present to the marketing sub-committee in March and will request SLO City sponsorship.

Local Fund and Matching Fund Applications

Cambria Historical Society's Sesquicentennial Celebration:

A motion was made by Matt Masia and seconded by Mike Hanchett, to approve an amount of \$5,000. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

Cambria American Legion 4th of July Celebration:

CAO Cuming reviewed Cambria Tourism Board's approach and how lodging lost revenue due to the fireworks cancellation in 2015. Mike Hanchett confirmed that it does generate demand and it will be a weekend. Laila Kollmann said that Cayucos has been rumored to be asking VAC for financial support for their fireworks. She noted it's important to gather better data on visitors. Mike noted that STAR data is not available in Cambria.

A motion was made by Mike Hanchett and seconded by Matt Masia, to approve an amount of \$12,500. Matt Masia noted that he does have concerns about funding this type of event, although it does connect with tourism. The funding was approved by a unanimous voice vote of the Advisory Board.

Avila Beach GranFondo:

Avila Beach approved a 3-year sponsorship of \$27,500/\$22,500/\$17,500. Lori Keller asked about the date and it was confirmed that it's the last weekend in October. Matt Masia said he thinks it's up to the local boards if they want to support events like this. Mike Hanchett sees nexus to tourism. Nikki Schmidt reminded the board that they are advising the Board of Supervisors as the BOS will look to CBID for their recommendation. Mike said he finds it difficult to gauge how this will monetize for Avila Beach.

A motion was made by Matt Masia and seconded by Mike Hanchett, to approve an amount of \$27,500, with the requirement that ABTA build a marketing partnership and brand approach around Avila Beach being an athletic destination. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

Nikki Schmid suggested that the funding application be updated to calculate value to cost of events.

Closing Comments

Lori Keller said the event funding needs more conversation and the board needs to determine what they are going to do in the future. Matt Masia noted that Shirley is dearly missed and he wants her to hurry back as they miss her leadership.

Future Agenda Items

Laila Kollmann encourages more discussion on funding, criteria

Adjournment

The meeting was adjourned at 3:25 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

March 23, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Mike Hanchett, Matt Masia, Bram Winter

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Shirley Lyon, John King

Guests: John Sorgenfrei & Mark Elterman (core marketing), Erin Hoffman & Maggie Torrez
(Collaboration Business Consulting)

Call to Order

by Laila Kollmann at 12:04 p.m.

Public Comment

Shirley Lyon will be going home on April 2nd and is doing well.

Administrative Items

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Lori Keller to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report. CAO Cuming also noted on the financials that the remaining contingency totals \$157,330.

- Administrator's Report and Partner Update

CAO Cuming reviewed the report and partner report from VSLOC.

- Upcoming Events

Upcoming CBID Board Meeting is April 27.

- Reminder: Form 700 due April 1

Board members were reminded that their Form 700 is due by April 1. Matt Masia provided a hard copy to CAO Cuming. Bram Winter and Mike Hanchett acknowledged that they need to complete their forms.

Business/Presentations:

- None

Discussion Items

- **Strategy/Topic Discussion: Collaboration/5-Year Vision**

The five year vision was read aloud by board members. Laila Kollmann commented on the opening paragraph. The collaborative partnerships section was thought to be okay. Regarding awareness and engagement, Lori Keller was unsure if the second paragraph is something the CBID can be responsible for in creating the connection between locals and tourists. Laila Kollmann agreed and can emphasize with local fund groups. Bram Winter and Mike Hanchett agreed that it might not be under CBID's purview. John Sorgenfrei suggested supporting the idea by sharing with BOS at many levels. He said to consider talking to VSLOC and how they can support as well. Lori said EVC may pursue an economic impact study and tackling this component. Matt Masia noted the ability to welcome visitors is a part of our uniqueness and that idea should be fostered. Mike Hanchett asked if CBID will be measuring and could the focus be on stewardship connecting to local communities. It was suggested to keep the paragraph and add that the importance of stated be acknowledged.

Regarding the economic well being section, Nikki Schmidt noted that CBID is not the only contributor to TOT impact. Lori Keller asked if the County projects future TOT. Mike Hanchett suggested finding firms who can provide a projection, like BKF. CAO Cuming will gather TOT trend data and work with VisitCA on possible 5-year trend.

In the local fund evolution, Lori Keller asked about creating tools to support each constituent at the property level. Laila Kollman noted that there has been a focus on local fund assets and dollars being better spent.

CAO Cuming reviewed the steps:

- a) Requesting board approval of vision and key pillars
- b) Share with local areas in April
- c) Evolve milestones in creating 2016-2017 plan
- d) Strategic direction overview

● **Core Marketing Team**

Mark Elterman reviewed the multi-generational messaging approach and shared video. The database has already grown by 4,300 in 3 weeks. It will continue to grow through storytelling. Mark shared "On the Road with Jo" video in Cayucos and Cambria. Kern County has requested additional episodes. Lori Keller asked about testing campaigns and Mark answered that they did test the digital creative, and family creative is performing better. Lori asked how the campaign is growing the database. The MSC will compare database growth and stats.

Lori noted the feedback from the all agency meeting on the goal to market destinations and not lodging types. CAO Cuming noted the lessons will be helped by VSLOC research project. Mike Hanchett and John Sorgenfrei reminded everyone of the desire to focus on more niche marketing.

An all agency meeting recap was provided by CAO Cuming, John Sorgenfrei and Mark Elterman. The outcomes were to explore co-ops, advanced promo calendar sharing, more destination-specific marketing, more local website traffic and control, and ongoing photo acquisition. Laila Kollmann asked about the date of the next meeting and CAO Cuming confirmed it will be the 4th Tuesday in July. Matt Masia asked about sharing through social media, which is currently done, and Lori Keller noted the proximity of areas and the need to do a better job communicating how close they are.

John Sorgenfrei noted that there have been 1,200 entries in the Chardonnay Symposium contest. The ticket goal is 2,500 and he expects about 1,500. The contest goal is 5,000 entries.

● **2016/2017 Planning Process**

CAO Cuming reviewed the steps and Mark Elterman reviewed the details. Lori Keller asked about timing of VSLOC research output and the potential to push the timing back. Laila Kollmann noted that there are 5 Wednesdays in June if the timing requires it to be pushed. Mark reviewed the goals from 2015/2016 and took the board through the specific marketing programs and progress to date. Lori asked about the process to gather content by each area. Matt Masia suggested this be done annually. John Sorgenfrei agreed and said it will allow focus on what's important.

1. Enhance co-op efforts - John Sorgenfrei noted an increase in interest and all agency participants wanting more offerings
2. Enhance event promotions
3. In-market tools to extend stays
4. Create efficiencies with tourism partners
5. Digital ad campaign enhancements
6. PR enhancements
7. Social media enhancements

8. Hosted travel show - Matt Masia asked where the videos run locally and Mark confirmed on channels 2 and 19. John provided further detail on leased access opportunities.
9. CAH1DR map

Lori said there's a need to be more specific with details of the number of programs, ie 6 co-op programs, and show how progress can be measured. Matt said it will require a more fine tuned budget and Lori wants to be able to measure more clearly against the key objectives. John said that co-op should be done to allow area to achieve what they can't on their own. Lori asked about a quarterly stat report from Mental Marketing. Mike Hanchett said that the programs are being implemented without ever having clearly defined what the board wants to achieve mathematically. Lori noted that VSLOC may use VisaView as a measurement tool. John noted that number of places to focus on and that the majority of the budget is not spent on marketing. Lori suggested that the MSC focus on targeted goals and how to measure achievement.

- **Coastal Discovery & Stewardship Recap**

Laila Kollmann said that she's had return visitors as a result of the program. CAO Cuming recommended that CD&S promotion continue with a focus on growing attendance.

- **Marketing & Events Sub-Committee Reports**

CAO Cuming reviewed the marketing sub-committee report and the Outlook Conference recap, as well as summarized her takeaways from it. Lori Keller provided her feedback, including what she learned including opportunities of getting international visitors from gateway cities.

Action Items

5 Year Vision Plan & Key Pillars

A motion was made by Mike Hanchett and seconded by Lori Keller approve the 5 Year Vision and Key Pillars with the changes noted and to continue to review as needed.

Infrastructure & Beautification Grant Program

Laila Kollmann asked if chambers can qualify and the requirement to be current with Secretary of State and Attorney General's office. Nikki Schmidt confirmed that they do need to be current. Lori Keller asked about the timeline and process with the requirement of projects being completed within a year as it may exclude certain projects. Nikki indicated that it represents having projects that are ready to start. Laila asked if the county would have flexibility if there were unforeseen circumstances. Nikki said the county does want to work with groups and ongoing communication is the best way to avoid problems. Matt Masia asked about this being part of 2015/2016 budget year and what will occur in 2016/2017. Nikki said that the county is currently working on 2016/2017 grants budget and will confirm the amount designated for next fiscal year. Matt asked Nikki to let the county know he thinks it's a great program and would like to see it continue. Nikki asked about the \$30,000 limit and Bram suggested defining a lower limit that would allow others to submit. Nikki confirmed that the Grant Review Committee details will be confirmed and will be a subset of CBID board members. A motion was made by Laila Kollmann and seconded by Matt Masia to approve the grant policy program with the noted changes.

Reallocate SAVOR monies to contingency

Lori Keller made a motion and was seconded by Bram Winter to have the SAVOR monies reallocated to contingency and provide a plan to invest. Matt Masia noted that there is already a large contingency and suggested investing in a specific project rather than waiting. The motion was rescinded. John Sorgenfrei suggested the CMT can propose ways to reinvest and will bring ideas to MSC meeting in April. Matt noted that he would like to see the money spent in this fiscal year.

Local Fund and Matching Fund Applications

Cambria CowParade sponsorship increase from 2 to 3 cows:

Cambria proposed increasing their CowParade sponsorship to 3 cows with the board discussing how this would impact heads in beds. A motion was made by Lori Keller and seconded by Bram Winter to reject the sponsorship increase. The funding request was rejected by a unanimous voice vote of the board. Lori Keller commented on the authority of local boards to make decisions and the responsibility of the CBID board to maintain fiscal management. Bram Winter said he would be willing to speak to Cambria about why the monies were declined.

Cambria Eroica Rest Stop & Paso Lifestyle event:

CAO Cuming reviewed the budget and details. A motion was made by Mike Hanchett and seconded by Matt Masia, to approve an amount of \$8,000. The funding was approved by a unanimous voice vote of the Advisory Board.

San Simeon American Legion July 4th Celebration:

Mike Hanchett said that San Simeon does see a spillover effect from Cambria's fireworks. A motion was made by Lori Keller and seconded by Matt Masia, to approve an amount of \$4,000. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

Laila Kollmann said that Heather Muran may be coming to present sponsorship funding in April.

Future Agenda Items

CMT evaluation will come from CAO Cuming to share outcomes in the April meeting.

Adjournment

The meeting was adjourned at 3:26 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

April 27, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Shirley Lyon, Laila Kollmann, Lori Keller, Matt Masia

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: John King, Bram Winter, Mike Hanchett

Guests: John Sorgenfrei & Mark Elterman (core marketing), Di Strachan, Jen Porter

Call to Order

by Chair Shirley Lyon at 12:07 p.m.

Public Comment

None

Administrative Items

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Letter re: Cayucos Vacation Rentals

Shirley Lyon reviewed letter to planning department for vacation rental permits being restricted due to proximity to other rentals. It reiterated the County's TMD verbiage supporting the growth of lodging types overall. There has been no approval of multi-use permits in 10 years. Matt Masia commented that change must occur at the leadership level.

- Financials

CAO Cuming reviewed the reconciliation report. CAO Cuming also noted on the financials that the remaining contingency totals \$157,329.

- Administrator's Report and Partner Update

CAO Cuming reviewed the report and partner report from VSLOC.

- Upcoming Events

Upcoming CBID Board Meetings are May 25th and June 15th (moved). Matt Masia will be absent for 6/15 meeting; Lori Keller and John Sorgenfrei must leave at 2:30. VSLOC Exchange is May 6th.

Business/Presentations:

- **BlendFest Recap**

Jen Porter of Paso Robles Wine Country Alliance thanked the board for financial support of the BlendFest event. A recap report of the event was provided in the board packet. The new additions were a Friday dinner and Sunday blending event. There was a 53% increase in Grand Tasting tickets, but with the larger venue for 2016 it was not a sell out. An estimated 20-30% of ticket buyers took advantage of the stay and save promotion. Ticket buyers were generally upscale with 69% from out of area, 93% from California; 49% stayed in Cambria and 22% in San Simeon. Jen reviewed advertising results and impressions delivered.

Considerations for 2017 include a date change due to Presidents' Day weekend and Valentine's Day. Shirley Lyon asked why no one stayed in Cayucos. Matt Masia noted that Paso and SLO received room nights. Jen commented that there were challenges with promo codes shared at the property level. Di Strachan asked the impact of Coastal Discovery & Stewardship promotions and Jen confirmed that CBID's PR efforts really pushed interest. Mark Elterman inquired about winery feedback and Jen replied that it was very positive as a result of the upscale crowd. Matt asked about the impact of a Coastal AVA and Jen said they will address the issue as needed. CAO Cuming clarified that BlendFest may not qualify for Event Matching Funds, so other options can be explored. Di suggested developing a stewardship connection. Jen asked about possible dates.

Discussion Items

- **Strategy/Topic Discussion**

Mark Elterman introduced the concept behind the 2017 Marketing Plan document included in the board packet. He explained how it aligned with the 5-Year Vision's key pillars of collaborative partnerships, awareness and engagement, economic well-being, and local fund evolution.

CAO Cuming reviewed the DMO measurement tool. Lori Keller asked if other clients had been contacted and CAO Cuming confirmed that three will be contacted. John Sorgenfrei noted that the audience would be skewed based on a willingness to take the survey. His other concern is that web visitors are already aware of our destination. Lori suggests asking others to determine the credibility and effectiveness. She wants to have actionable information and would like to see an example of a final report to determine how data could be used. Di Strachan asked how the findings would extrapolate to a larger audience. CAO Cuming asked for confirmation that the board was still interested in pursuing and the board confirmed.

- **Core Marketing Team & Stewardship Program**

Mark Elterman and John Sorgenfrei reviewed CBID fiscal year marketing dashboard for 2016/2017. They reviewed the 2017 performance indicators showing fiscal year to date and year over year changes to date. Matt Masia asked if it was worth collecting data from the past and Mark said it was possible and much has changed so they are setting a baseline with the new dashboard for comparisons going forward. Lori Keller suggested informing Carl how many subscribers we currently have and consider sending a survey to find out if they have actually visited the CBID regions. Lori thinks the dashboard is a good start, but has concerns that impressions don't mean much. She would like to refine to look at clicks or click-through rate, and add a cost for acquisition. CAO Cuming confirmed that the next quarterly review will be in July/August for the Spring 2016 campaign. CAO Cuming reviewed the 2011/2012 to current TOT. Matt Masia asked about using Star Report to have a comparison for how CBID is performing.

Di Strachan reviewed stewardship and integrating it deeper into our regions by building more leadership within each area. She shared a recent article from Forbes magazine. Training packets were created for the regions of Avila, Cambria, Cayucos and Oceano/Nipomo. Los Osos/Baywood conducted the first stewardship weekend for Earth Day, with a template on how to create STP weekend in their own region. Di also shared the Nipomo STP training agenda and reviewed the new wildlife viewing tips. Laila Kollmann asked if it was possible to create rack cards.

- **Marketing & Events Sub-Committee Reports**

CAO Cuming reviewed the marketing sub-committee report that was included in the board packet. She also shared the all agency meeting outcomes.

Regarding the CowParade, Laila Kollmann met with Tom Halen and he confirmed they have 80 cows committed so far and the website will be live by the end of May. CAO Cuming will share the out-of-area marketing plan once it's available. John Sorgenfrei asked that they continue to send photos.

Action Items

Reallocation of SAVOR monies

Mark Elterman reviewed the reallocation of SAVOR monies to H1DR map and Certified Folder. Based on MSC input, the CMT is recommending additional investment in the H1DR map and expanded distribution. The proposal is 230,000 maps per year with 1500 locations, which equates to \$0.28 per conversion. Total fiscal year investment for 2015/2016 would be \$52,000. Matt Masia asked about new versus existing investment with SAVOR monies. Lori Keller asked about San Fernando Valley demographics. John Sorgenfrei discussed a second aspect to the program being additional photography. He said it will provide three shots of each destination at a total cost of \$11,000. Lori wants to make sure the local areas are part of the decision process.

Infrastructure & Beautification Grant Program

Laila Kollmann asked if chambers can qualify and the requirement to be current with Secretary of State and Attorney General's office. Nikki Schmidt confirmed that they do need to be current. Lori Keller asked about the timeline and process with the requirement of projects being completed within a year as it may exclude certain projects. Nikki indicated that it represents having projects that are ready to start. Laila asked if the county would have flexibility if there were unforeseen circumstances. Nikki said the county does want to work with groups and ongoing communication is the best way to avoid problems. Matt Masia asked about this being part of 2015/2016 budget year and what will occur in 2016/2017. Nikki said that the county is currently working on 2016/2017 grants budget and will confirm the amount designated for next fiscal year. Matt asked Nikki to let the county know he thinks it's a great program and would like to see it continue. Nikki asked about the \$30,000 limit and Bram suggested defining a lower limit that would allow others to submit. Nikki confirmed that the Grant Review Committee details will be confirmed and will be a subset of CBID board members. A motion was made by Laila Kollmann and seconded by Matt Masia to approve the grant policy program with the noted changes.

Reallocate SAVOR monies to contingency

Lori Keller made a motion and was seconded by Bram Winter to have the SAVOR monies reallocated to contingency and provide a plan to invest. Matt Masia noted that there is already a large contingency and suggested investing in a specific project rather than waiting. The motion was rescinded. John Sorgenfrei suggested the CMT can propose ways to reinvest and will bring ideas to MSC meeting in April. Matt noted that he would like to see the money spent in this fiscal year.

A motion was made by Matt Masia and seconded by Laila Kollmann, to reallocate \$63,000 to be used for expanded Certified Folder program and additional photography. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

Local Fund and Matching Fund Applications

Cambria and San Simeon Scarecrow Festival Sponsorship:

Matt Masia asked about last year's funding and percent to marketing. CAO Cuming confirmed that marketing is 25%. Matt pointed out a flaw in the funding application that allows non-profits to continue to ask for funds, much of which support infrastructure and admin, not marketing. Laila Kollmann asked about the opening event. John Sorgenfrei noted how Pismo Beach invests directly into marketing and Matt noted that Paso Robles

does the same. Shirley Lyon noted that the budget shows a balance against the income and expenses, leaving no money to invest back into the community. She is concerned that the model is not sustainable. Lori Keller did communicate with Pacifica to determine interest. The event does help increase business in the area with additional foot and vehicle traffic. Lori is concerned that the investment is too much in overhead and not in marketing. John Sorgenfrei suggested that every event must support the brand and it would be beneficial to have H1DR be the common thread through all event marketing. Matt asked about San Simeon's take away with a lack of budgeted marketing funds. Lori suggested recommending a percentage of fund application monies to marketing. A motion was made by Laila Kollmann and seconded by Matt Masia, to approve an amount of \$22,192 to Cambria and \$10,000 to San Simeon with the caveat that future event funding focus on more sustainability (funding from other sources), emphasis on more out of area marketing investment, and a better focus on heads in beds mission. The funding was approved by a unanimous voice vote of the Advisory Board.

Cambria Stewardship Clean-Up Bags, Training & Loop Reprint:

A motion was made by Lori Keller and seconded by Matt Masia, to approve an amount of \$8,000. The funding was approved by a unanimous voice vote of the Advisory Board.

Cambria CowParade Additional 2 Cows:

The application was for two "shared" cows contingent upon two other sponsors committing at \$3,000. Laila Kollmann asked about specific investment and locations. Matt Masia noted that they will be close to Harmony. CAO Cuming confirmed that one cow would be kept. A motion was made by Matt Masia and seconded by Shirley Lyon, to approve an amount of \$6,000. Two were opposed, the motion did not pass.

Avila Beach TJA Marketing and Media Plan for 2016 2017:

Lori Keller asked about keeping monies in larger buckets to provide greater flexibility. John Sorgenfrei confirmed that \$30,000 is unused from 2015 2016 and confirmed that a marketing planning session will be held. A motion was made by Laila Kollmann and seconded by Matt Masia, to approve an amount of \$169,600. The funding was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

Matt Masia asked that the board schedule local fund by-laws and revisit the fund application.

Shirley Lyon thanked everyone for their support during her "incarceration."

Future Agenda Items

Adjournment

The meeting was adjourned at 3:14 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

May 25, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Shirley Lyon, Laila Kollmann, Lori Keller, Matt Masia, Bram Winter, Mike Hanchett
County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: John King

Guests: John Sorgenfrei, Rick Turton, Kaci Knighton & Mark Elterman (core marketing)

Call to Order

by Chair Shirley Lyon at 12:04 p.m.

Public Comment

Laila Kollmann said that she attended the Board of Supervisors meeting with Chair Shirley Lyon and that Nikki Schmidt did an outstanding presentation; there were only six protests.

Administrative Items

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller to approve the revised minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board; Bram Winter abstained.

- Financials

CAO Cuming reviewed the reconciliation report.

- Administrator's Report and Partner Update

CAO Cuming reviewed the report and partner report from VSLOC. Shirley Lyon asked about the lodging statistics.

Lori Keller presented information on the VSLOC Tourism Exchange. During the research presentation Chuck Davison provided a recap and introduced their new agency. Caroline Beteta of VisitCA did a presentation on economic indicators; the agency is bullish on overall SLO County lodging community. The 2016 Environmental Tourism Award for the Stewardship Traveler Program was discussed.

Lori Keller also gave a Cal Travel recap, including TID legal efforts and requests for funding. Hermosa Beach has banned AirBnB, while Santa Monica is allowing but subjecting to additional taxes. It was noted that there are several different initiatives going before legislative bodies. Shirley Lyon noted that Arizona deemed it illegal to eliminate vacation rentals. John Sorgenfrei asked if there was any timeline. Lori indicated that it will be a very long process and some information will be available by the end of the year. It would require a state constitutional amendment to ban rentals entirely.

- Upcoming Events

Upcoming CBID Board Meeting is on June 15th (moved). Matt Masia and Mike Hanchett will be absent for 6/15 meeting; Lori Keller and John Sorgenfrei must leave at 2:00.

Lori Keller asked about the research questions.

Business/Presentations

- None

Discussion Items

- **Strategy/Topic Discussion**

DMO Measurement Research: Shirley Lyon introduced the overall goal of measuring more coming out of strategic planning. CAO Cuming reviewed the proposal of three months for \$7,500 investment; with a database of 50,000 there are 1,000 responses anticipated. Mike Hanchett noted that the current plan allows for utilization of 3 months of research. He asked about Facebook demographics. John Sorgenfrei confirmed that the CMT supports additional research. Kaci Knighton provided an overview of current social media demographics. Lori Keller asked if there was an RFP requirement and Nikki Schmidt noted that the purchasing amount level is \$25,000. CAO Cuming asked overall for board's support of \$20,000 set aside for research in 2016/2017 budget and the board agreed. John noted that the CMT can provide SEO/SEM data to access proposals in the future.

- **Core Marketing Team & Stewardship Program**

The 2016/2017 planning and draft marketing budget were reviewed. John Sorgenfrei addressed the overall need to fine tune the current target market. He noted that the role is destination marketing and awareness, not conversion and the focus is to influence. Lori Keller noted that the organization is responsible for getting people to come to the destinations. John reviewed the MSC highlights. He also reviewed the scope of work, including organizational goals with marketing priorities. He reiterated the importance of refining and defining the target market. The presentation reviewed the four pillars and CMT recommendations on the focus for each area.

Matt Masia spoke to collaboration with the County and anticipating conflicting messages to the extent that agencies are creating consumer confusion. John said the brand evolution to H1DR now defines it as an attraction and they will continue to work with VSLOC to evolve messaging.

Mark Elterman summarized the trends and marketing priorities. He defined the “secret sauce” as a combo of earned media, including PR, which is currently generating \$20 million in publicity value. If time permits, Mark will research database specifics on demographics from both web and social media.

Kaci Knighton reported that Facebook following grew 66.6% from 2014 to 2016. Impressions increased 126.5% and engagement increased 138% from 2014/2015 to 2015/2016. YouTube had a 41.9% increase with video views, surpassing 400,000 total views in 2016. John noted that video strategy will be evolving.

Rick Turton summarized website SEO opportunities, detailed in a handout. The overall goal is to improve rankings and Rick showed the rankings of individual destination pages. CAO Cuming asked about the monthly investment and Mark confirmed it at \$1,000 per month. He noted that in 2016/2016 the CMT is recommending a larger investment. Bram Winter noted that “roadtrip” would be worth investing in. Lori Keller asked about the budget allocation for SEO in 2016/2017. Mark reviewed the budget by category. CAO Cuming noted that the largest increase is within ad placement expenses at 43%

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Shirley Lyon discussed the process moving forward and its potential. John Sorgenfrei inquired about work with Corragio Group. Bram Winter agreed that strategic input is too broad from “outside” group. Shirley stated that she felt the organization is at a crossroads and need to continue momentum to evolve. Matt Masia asked about the completed process with Collaboration and if that would be undone. Shirley said that should be discussed. Matt asked if future board members would be better suited to create future strategy. CAO Cuming explained the process and timing of what could be done and when. Shirley noted that it would be important not to replicate what VSLOC is doing. Mike Hanchett suggested looking at DMO strategic planning group to get specific information. John asked if Corragio Group will be identifying how to move forward in partnership with VSLOC. CAO Cuming touched on the local fund recap. Lori Keller asked about measuring results against each. Mike noted a need to revisit the local fund application, with a need for demonstration of

reasonable spend to return figures. Bram Winter would like to see outreach and administration broken out on the local fund recap. CAO Cuming noted that the governance committee will meet to develop criteria for a revised local fund application. She noted there were 333 total local projects with 97 projects in 2015.

CAO Cuming reviewed the marketing sub-committee recap.

Action Items

CalTravel TID Protection Plan funding

Nikki Schmidt asked that the item be placed on the June agenda. She is unsure if this is covered by ordinance and noted that Prop. 26 with BIDs under 1989 law may not apply. Lori Keller said that they have enough funding and want support; VSLOC did fund. The board is not interested in pursuing as VSLOC has supported.

Infrastructure & Beautification Grant Program

Nikki Schmidt indicated that the program is trending and showing high levels of interest. Matt Masia asked if the County sees it as positive and Nikki confirmed that the program is being supported. CAO Cuming noted that Nipomo, Los Osos, Cambria and San Simeon have shown interest in submitting projects. Shirley Lyon requested two board members volunteer; Nikki asked that the CBID advisory group include CAO Cuming on the grant review committee. Bram Winter and Matt Masia volunteered. Nikki reviewed the timeline to meet at the end of June or early July.

A motion was made by Lori Keller and seconded by Laila Kollmann to confirm that Bram Winter, Matt Masia and Cheryl Cuming all serve on the grant review committee. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

VisitCA/Brand USA Outdoors co-op

Lori Keller indicated that Brand USA is doing content gathering of where people can enjoy the outdoors. VisitCA is participating and providing a matching possibility. She said there is an opportunity to show why the CBID stretch of Highway 1 provides an outdoor experience and she thinks it should not be passed up. John Sorgenfrei reviewed how the content partnership would work between H1DR and Pismo Beach. Mike Hanchett asked about timing and Mark Elterman noted that it is in September/October and with an international audience. Bram Winter asked what would be featured. Mark stated that it would be focused on outdoors with \$25,000 investment and match from Visit CA. The co-op would come out of the 2016/2017 budget and the CMT time will be placed in 2015/2016. Matt Masia expressed concern about the challenge of focusing on one thing or addressing offerings overall. John indicated the content would incorporate all of H1DR and its activities.

A motion was made by Lori Keller and seconded by Matt Masia, to approve an amount of \$24,000 for the Brand USA/VisitCA outdoor activity co-op. The funding was approved by a unanimous voice vote of the Advisory Board.

Local Fund and Matching Fund Applications

Cambria CowParade Additional 1 Cow:

CAO Cuming reviewed the details of the application. Mike Hanchett asked what was learned at the Cambria meeting and Bram Winter responded. Laila Kollmann noted that an event budget has been requested but not provided. Matt Masia said that Cambria needs to make an attempt to find a funding partner. A motion was made by Matt Masia and seconded by Mike Hanchett, to approve an amount of \$3,000 with requirement of a partner to fund the balance. Laila Kollmann and Lori Keller opposed; the motion carried.

Cambria Managing Assistant Contract Renewal:

A motion was made by Lori Keller and seconded by Laila Kollmann, to renew the Cambria Managing Assistant's contract for two year at an amount of \$42,000 per year. The funding was approved by a unanimous voice vote of the Advisory Board. Bram Winter noted that Jill Jackson is doing a great job in the position.

Avila Beach Stewardship Clean-Up Totes:

A motion was made by Laila Kollmann and seconded by Matt Masia, to approve an amount of \$5,500. Lori Keller abstained; the funding was approved by a unanimous voice vote of the Advisory Board. Lori wants to connect value to the projects.

Stewardship Coordinator Contract:

CAO Cuming reviewed the scope and transition plan. A motion was made by Matt Masia and seconded by Lori Keller, to approve an amount of \$25,000 total for the services of Di Strachan and Katie Sturtevant for 2016/2017. The funding was approved by a unanimous voice vote of the Advisory Board.

Executive Assistant Contract:

A motion was made by Mike Hanchett and seconded by Matt Masia, to approve an amount of \$15,000. Lori Keller asked about recent raises and CAO Cuming confirmed that there hasn't been a recent one. The motion was amended to propose a two year contract. Nikki Schmidt asked about making two year contracts. The funding was approved by a unanimous voice vote of the Advisory Board.

Financial Support Contract:

A motion was made by Laila Kollmann and seconded by Mike Hanchett, to approve an amount of \$7,200 each year for two years. The funding was approved by a unanimous voice vote of the Advisory Board.

CMT Report Card:

Shirley Lyon reviewed the process. CAO Cuming noted that five of seven possible submitted reports. Mike Hanchett noted that he did not submit and Bram Winter indicated that he felt he was too new to the board to submit. CAO Cuming reviewed that for any area receiving a score of three or lower, the CMT will be asked to address the issue at the June meeting. Shirley Lyon feels the CMT is doing well overall. She thinks H1DR is a strong brand and they've done well supporting stewardship. She said as additional information is pursued with SMG Consulting the board may want to consider a one year contract. Mike Hanchett said he feels unaware of results and wants to make sure the CMT has overall interests in mind. Lori Keller asked how many would support an RFP. Shirley indicated she is concerned about how to "grade" partners and recommends figuring out the organization's direction over the next year. Lori wants to explore options and feels that "we don't know what we don't know." Nikki Schmidt noted that the County would consider an RFP after four years.

Matt Masia commented that the discussion indicates that the board members have questions they need to ask themselves. Lori noted that the marketing documents provided at this meeting are more on track than those at the last meeting. Bram Winter said that seeking to improve is always a good idea. Lori reviewed the four pillars of the organization. Shirley noted that the CMT contract is through June 2016. Nikki noted that a three rating is considered satisfactory on the report card.

A motion was made by Laila Kollmann and seconded by Lori Keller, to extend the CMT contract for one year and being the RFP process within the next 90 days. Mike Hanchett asked how the timeline would work with campaign needs. Laila noted that it would put firm selection in March 2017.

CAO Evaluation:

Closing Comments

None

Future Agenda Items

Approve marketing plan and budget
Revisit funding application
SLO Wine Country partnership

Adjournment

The meeting was adjourned at 3:14 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

June 15, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Shirley Lyon, Laila Kollmann, Lori Keller, John King

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Matt Masia, Bram Winter, Mike Hanchett

Guests: John Sorgenfrei & Mark Elterman (core marketing)

Call to Order

by Chair Shirley Lyon at 12:03 p.m.

Public Comment

None

Administrative Items

- Consent Agenda

A motion was made by Lori Keller, seconded by Laila Kollmann to approve the minutes with changes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board; John King abstained.

- Financials

CAO Cuming reviewed the reconciliation report with a current contingency of \$152,479.

- Administrator's Report and Partner Update

CAO Cuming reviewed the administrator's report and partner report from VSLOC, along with details on Chuck Davison's trip to China. Lori Keller noted they want China to know SLO is a prominent wine region.

- Upcoming Events

Upcoming CBID Board Meetings are on July 27 and August 24.

Business/Presentations

- None

Discussion Items

- **Strategy/Topic Discussion**

CAO Cuming reviewed both overall county demographic and share-of-wallet results, as well as input for six H1DR questions. Lori Keller stated that San Francisco doesn't see the destination as food and wine, and there is an opportunity. Laila Kollmann asked how San Francisco views the area. John King wants a focus on marketing of local chefs. John King also asked about stewardship and whether it should still be an investment for CBID. John Sorgenfrei noted that there should be a focus on rural with concentration on outdoor activities. Shirley Lyon said that locals want to support good, local restaurants, yet many are not sophisticated. John Sorgenfrei commented that it may be why there is more traction with visitors from San Jose than San Francisco. CAO Cuming will provide executive summaries for research.

- **Core Marketing Team & Stewardship Program**

The 2016-2017 planning and draft marketing budget were reviewed. CAO Cuming noted that MSC has already previewed the documents. John King was interested in the highlights and trusts the CMT's recommended direction. John Sorgenfrei reminded everyone that CBID be marketed as a destination, focused on overnight stays at lodging properties. John King said there is a need to better understand millennials. Lori Keller confirmed that VSLOC will be looking at research more closely on 22-29 year olds. Laila Kollmann said that millennials do "shop" as they compare prices.

John Sorgenfrei reviewed 13 Powerpoint slides that recapped the marketing plan from the board packet. Mark Elterman reviewed details on the public relations plan. John Sorgenfrei discussed the plan for social media, including objectives, tactics and goals. He also reviewed co-op efforts and previewed what VSLOC will be pursuing on behalf of CBID. He then reviewed mobile-web enhancements, including social media linkage and improving

search rankings. Measurement goals for unique visitors, referrals, search rankings and email open rates were provided.

Lori Keller asked about awareness of H1DR versus Highway 1. She noted outcomes from VSLOC research and inquired how Carl Ribaudo's research project will fit in. Laila Kollmann noted the awareness of 17-mile drive and how H1DR can evolve to be more well known. CAO Cuming noted that the largest percentage increase in the budget with the ad placement category. The board is supportive of the marketing budget as presented and will provide a motion to support when the overall CBID budget is approved. Lori Keller wanted to confirm that there will be flexibility to shift budget toward possible future opportunities. John King noted a cycling interest and will send Pacific Coast Business Times article.

- **Evaluation: Address Areas for Improvement**

CMT Report Card: CMT not prepared to discuss. John Sorgenfrei requested more specific feedback. "Agency use of data" score of 2.9 - Lori Keller confirmed that the board is in the process of including dashboard, research with Carl and possible awareness research. "Agency producing measurable results against stated goals" score of 2.8 - Lori Keller clarified that the board appear unclear on goals. Laila Kollmann feels it is more streamlined and not vague. "Agency uses best demonstrated practices in creative ad products" score of 2.6 - John Sorgenfrei assured the board that the CMT wants to improve in this area. He discussed the challenge with executing in digital ad format. Lori Keller noted that on major creative projects a brief is provided. She shared her disappointment in H1DR map design presentation at June's MSC, and the color palette recommendations. She feels that there is too much information provided in the advertising. John Sorgenfrei thinks the CMT needs to be more aggressive on what they recommend, he felt the detail on the map creative was confusing.

Lori Keller thinks the CAO Cuming should be able to make marketing decisions on behalf of the board and MSC. She wants to empower the CAO to be the marketing decision maker. She thinks the ads should focus on overall messaging. Lori noted that every community doesn't have to be included in every ad. CAO Cuming asked for a creative brief on H1DR messaging for July MSC. Laila Kollmann stated that being creative doesn't mean more. Lori Keller said the "toughest" thing is to boil the message down to one statement. She asked about sharing 2015-2016 and showing goals. John Sorgenfrei said CMT has been reacting instead of acting and that needs to shift in 2016-2017. CAO Cuming stated that she is very comfortable with marketing decision making. Mark Elterman noted that the dashboard will be a helpful tool going forward. Laila Kollmann asked that documents be provided in advance of meetings and not on the day of. CAO Cuming will shift MSC agenda to reflect marketing decisions.

CAO Evaluation: CAO Cuming reviewed the areas of improvement.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

CAO Cuming reviewed the local fund recap, noting event sponsorships. Laila Kollmann shared with John King the thinking on evolving the local fund application to solicit proof of how the event does bring more business to lodging constituents. John King referred to

heads in beds stats from Santa Barbara, where there was an assumption that 200 rooms were cyclists and staff that were part of Amgen.

Chair Shirley Lyon reviewed officers and board slate.

Action Items

Board Officers

Shirley Lyon provided the board slate of Laila Kollmann, Lori Keller, Matt Masia and Mike Hanchett. A motion was made by John King and seconded by Keller, to approve the board officers. The funding was approved by a unanimous voice vote of the Advisory Board.

2016 2017 Fiscal Year Budget

A motion was made by Lori Keller and seconded by John King to approve the overall budget and include the marketing budget. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Marketing Plan

A motion was made by Lori Keller and seconded by Laila Kollmann to approve the 2016 2017 marketing plan. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund and Matching Fund Applications

Avila Beach SLO Wine Country Harvest on the Coast sponsorship:

John King asked about the \$100,000 the event made in its 2015 auction. John Sorgenfrei shared the focus on how to get visitors to plan a return visit. A motion was made by Laila Kollmann and seconded by Lori Keller, to approve an amount of \$15,000. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Oceano/Nipomo Managing Assistant Contract Renewal:

John King asked about the total annual budget. A motion was made by Laila Kollmann and seconded by John King, to renew the Oceano/Nipomo Managing Assistant's contract for one year at an amount of \$12,600. The funding was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

John Sorgenfrei thank the board for its open discussion around the CMT score card. He feels the messaging is streamlined.

Future Agenda Items

Revisit funding application
Program Committee Outcomes

Chardonnay Symposium Recap
SLO Wine Country partnership

Adjournment

The meeting was adjourned at 2:06 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

June 27, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, John King, Matt Masia, Bram Winter, Mike Hanchett
County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Shirley Lyon

Guests: John Sorgenfrei & Mark Elterman (core marketing); Linda Sanpei (Chardonnay Symposium)

Call to Order

by Chair Laila Kollmann at 12:07 p.m.

Public Comment

Shirley Lyon sends her best to the Board

Administrative Items

Bylaws and current roster were handed out, including review of new officer roster and ground rules recapped with each board member.

- Welcome by new chair

Laila Kollmann welcomed everyone and thank Mike Hanchett, Marjorie Ott and Shirley Lyon.

- Roll Call

All board members present with the exception of Shirley Lyon.

- Consent Agenda

A motion was made by Laila Kollmann, seconded by John King to approve the June 15 minutes with changes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board; Matt Masia, Mike Hanchett and Bram Winter abstained.

- Financials

CAO Cuming reviewed the reconciliation report and financials. There were no questions.

- Administrator's Report and Partner Update

John Sorgenfrei provided a recent article. CAO Cuming reviewed Project 1 and 2 Executive Summaries. John King noted an opportunity with the new Seattle flight and being able to share our weather.

CAO Cuming reviewed the Infrastructure and Beautification process. There have been 13 submissions. Matt Masia noted that a mix of projects are included from many regions. Bram Winter noted that it has been time well spent with great progress toward useful programs.

- Upcoming Events

Upcoming CBID Board Meetings are on August 24, September 28, November 16 and December 14.

Business/Presentations

- **International Chardonnay Symposium**

Linda Sanpei thanked the board for their support and reviewed a Powerpoint presentation recapping the event. Attendance increased 50% year over year with 1,810 in total attendance and 1,197 tickets sold, compared to 963 in 2015. The promotional getaway resulted in 4,380 new subscribers reflecting \$39,000 in media value. The geographic breakdown was prominently in California with 47% of overall attendance from out of area. TJA was noted in their marketing efforts and John Sorgenfrei reviewed the web statistics.

Mike Hanchett asked about overall financials and Linda Sanpei confirmed a \$20,000 profit on seed money for 2016. John King noted CAO Cuming's idea to promote a \$5,000 getaway with 8-person VIP table included and that the winner did bring 6 others who became overnight stays. John King encouraged everyone to view the Wente family video from the

event. John Sorgenfrei noted that next year the vintner focus will primarily be on France. Laila Kollmann asked about a post-event survey and Linda Sanpei said she will provide a copy. John King confirmed a monetary request for 2017 will be submitted at a lesser amount, likely at the August meeting.

Discussion Items

• Strategy/Topic Discussion

CAO Cuming reviewed background on the funding application. Mike Hanchett wants entity asking for funding to provide details as the application is submitted. Nikki Schmidt asked how an organization would figure out ADR for formula and John King stated that there is no point of reference. Lori Keller about the duplication factor of others providing funding. The out of area percentages were discussed. Nikki Schmidt pointed out the importance of heads-in-beds mission. Laila Kollmann wants to require organizer to show details on out of area marketing efforts. John Sorgenfrei said enhancing the brand criteria should include specifics. He wants to consider in-kind marketing dollar value of what CBID is doing to support and show within the application. Nikki Schmidt asked how they would know overall out of area attendance and how to advertise out of area. John King noted that not everything is cookie cutter and there should be consideration given to social profit from many events. John Sorgenfrei noted that many non-profits don't have sophistication to put together an advertising plan.

Matt Masia said that event promoters know a year in advance that they will be holding an event and so suggests having them come before the board one or two times a year. He noted Paso Robles as an example of group doing such. Annually they have a function to announce those who have been funded. Matt also said he likes the idea of applying a formula. Laila Kollmann stated that the new guidelines are appropriate and will place more onus on the organization for funding. Nikki Schmidt asked for a format for a follow up report. Bram Winter asked about applications that were funded that did not follow through on sponsorship benefits. Laila Kollmann agreed that the follow up process should be more clearly defined and that the board should consider creating a form. Nikki Schmidt suggested a scope of work format. Bram Winter noted that there should be a process for if CBID declines the request. Lori Keller suggested looking at percentage of money spent toward event funding by area and CAO Cuming will calculate. CAO Cuming will meet again with Shirley Lyon and Laila Kollmann to continue the process.

• Core Marketing Team & Stewardship Program

John Sorgenfrei and Mark Elterman reviewed overall approach with the brand and referenced the creative brief included in the board packet. They suggest capitalizing on the Highway 1 awareness that was noted in the VSLOC research.

Mark Elterman reviewed the H1DR map progress and showed the photography album. John King suggested event photo page and outdoor activity sheets. Bram Winter commented on numbering each photo and CAO Cuming noted that photo credit needs to be provided. Mark Elterman also provided wildlife viewing tips and stewardship. Laila Kollmann will refer Cayucos Land Conservancy to provide photos.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

CAO Cuming reviewed the marketing recap.

Action Items

Local Fund and Matching Fund Applications

Cambria Main Street Medians and Sidewalk Plantings:

Bram Winter commented that the County originally installed and has declined to fund. Supervisor Bruce Gibson has noted that Cambria needs to find other funding. Nikki Schmidt noted that Cambria's Community Services District has funded in the past. Mike Hanchett stated that the grant program hopes to address these types of concerns in unincorporated areas. Laila Kollmann pointed out that item #3 on the application, about out of county areas the project will draw from, was not answered. Mike Hanchett asked if the project wasn't funded if CCSD would step in and Bram Winter said that he understood they would not in the short-term. Matt Masia asked about past funding. A motion was made by Mike Hanchett to authorize \$4,950 for Main Street plantings. Mike said he felt tourism would be negatively affected if Main Street looks unkempt. The motion was seconded by Bram Winter and the funding was approved by a unanimous voice vote of the Advisory Board. The Board applied the caveat that Cambria will need to seek alternate funding in the future as CBID will not support next year and it was recommended to seek a long-term solution that doesn't require annual maintenance costs. Laila Kollmann asked why they couldn't use drought resistant plantings.

Cambria CowParade 4th cow:

CAO Cuming read Jim Baringer's emailed note aloud, and confirmed that the entire funding application was included in the board packet. Matt Masia asked about the details of funding the 3rd cow as he was unable to attend the last CBID board meeting. Mike Hanchett noted that it was difficult to connect additional heads in beds to the funding of another cow, and that he appreciates the extra effort to secure a community funding partner.

A motion was made by Mike Hanchett, and seconded by Matt Masia, to support the \$3,000 funding request for a 4th cow in partnership with the Cambria Bike Kitchen.

Chair Laila Kollmann called for discussion. Lori Keller asked if the CowParade organization had yet to provide the requested out-of-area marketing plan, and CAO Cuming confirmed that the plan has not been provided. Bram Winter suggested that a "mini-moo" be sponsored for a total of \$3,000 so that no additional funds would be needed. Mike Hanchett noted that overall the community, and CTB support it, so he is behind it.

Chair Laila Kollmann called for a vote:

Mike Hanchett – yes

Matt Masia – yes

Bram Winter – no

Lori Keller – no

Laila Kollmann – no

John King – abstains

The motion does not carry.

CAO Cuming requested that the board share their reasons why they did not support. Chair Laila Kollmann doesn't feel it supports any additional heads in beds. Bram Winter said they haven't shown how a 4th cow will add more visitors. Lori Keller added that they haven't justified how the additional expenditure will support more overnight stays, and John King questioned how this event will be marketed out of area and draw international visitors.

Closing Comments

None

Future Agenda Items

SLO Wine Country partnership
DMO Strategy firms

Chardonnay Symposium funding
Marketing RFP

Adjournment

The meeting was adjourned at 2:26 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

August 24, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, John King, Matt Masia, Bram Winter

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Shirley Lyon, Mike Hanchett

Guests: John Sorgenfrei & Mark Elterman (core marketing); John Fazio

Call to Order

by Chair Laila Kollmann at 12:11 p.m.

Public Comment

John King shared an Airbnb articles

Administrative Items

- Roll Call

Laila Kollmann, Lori Keller, Bram Winter and Matt Masia present. John King arrived late. Shirley Lyon and Mike Hanchett were both absent (excused).

- Chairperson Report

The 5-year vision was provided to board members and a process was discussed to call on board first, then ask for public comment. John Fazio would arrive later.

- Consent Agenda

A motion was made by Bram Winter, seconded by Matt Masia to approve the July 27 minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$175,000 in contingency.

- Administrator's Report and Partner Update

CAO Cuming reviewed the admin report and the partner update included that VSLOC film commission had 271 filming days with 80 productions. Lori Keller recapped the CalTravel conference including the home sharing topic with details by area for BID protection plans.

- Upcoming Events

Upcoming CBID Board Meetings are on September 28, October 26, November 16 and December 14 (if needed). CowParade launch is via invitation on September 16 and open to the public launch on September 17. John Sorgenfrei noted that he attended a marketing seminar and discussed the marketing budget overview. Laila Kollman asked what local areas can do to support and it was confirmed that the CMT is preparing a handout for September local fund meetings.

Business/Presentations

- None

Discussion Items

- **Strategy/Topic Discussion**

Local fund operations: Laila Kollmann discussed local fund operations and duplication of effort. Shirley Lyon has asked that the board fine tune its approach with local funds. The discussion was tabled until next month when Shirley will be present. CAO Cuming will share 3-5 questions so board members can come prepared. Matt Masia asked if this process will be separate from the evolution of the local fund application.

DMO strategy firm overview: CAO Cuming reviewed the strategy process document with anticipated cost. Nikki Schmidt indicated that there may be need for an RFP. Laila Kollmann asked if a sole source justification could be considered. Nikki said that sole source justification would require receiving only one proposal and if the board wanted to consider other an RFP would be needed. Bram Winter said he would prefer sole source and Matt

Masia said he thought fresh eyes might be better. Lori Keller said it was not as clear on Miles and Young strategy capabilities, so it would be prudent to explore other options. Nikki Schmidt suggested exploring a request of qualifications. John Sorgenfrei said he has been working with Miles and asked what they have done with BrandUSA and VisitCA. Laila Kollmann asked about the possibility of going to RFP and how it would work with marketing RFP timing. Lori Keller asked for an example of work. Laila Kollmann asked if the board was in support of investing up to \$40,000. CAO Cuming will work with Nikki Schmidt to explore the request for qualifications option and bring results to the September meeting.

• **Core Marketing Team & Stewardship Program**

The CMT presented the revamped H1DR map which will be available soon. Laila Kollmann asked that the board make sure all supported events are required to hand out maps. Wildlife viewing tips have been activated online and a letter and small amount will be included in delivery with new maps to all lodging. Mark Elterman reviewed details about the BrandUSA co-op with a \$25,000 investment and \$85,000 in media value; he also shared a video. The rural road trip destination focus was reviewed for San Simeon/Ragged Point and confirmed promo calendar outlines the months in which each local area will be featured. John Sorgenfrei confirmed there have been 1500 contest entries within the first 3 weeks.

Laila Kollmann spoke on setting the stage for brand campaign concept presentation. She provided the 5 elements of good creative. John Sorgenfrei presented 2 overall concepts and asked if there could be a transition from featuring all destinations by name to experiences that visitors can enjoy. Matt Masia asked for clarity on what would be the focus to get attention. John Sorgenfrei presented concept 1: "The Best of Highway 1: You Can't Visit Just One" and "The Best of Highway 1: All Roads Lead to Roam." Nikki Schmidt asked about the amount of content in print versus video. John Sorgenfrei asked for board direction on 10 destinations named or unique experiences. John King asked what the marketing committee preferred. Laila Kollman confirmed the focus on H1DR without having to list/show all 10 destinations. Nikki Schmidt asked how all 10 destinations would be covered. Matt Masia said he preferred the "Roam" concept and focusing on experiences. Bram Winter agreed with Matt and suggested there was too much blue in the graphic. Lori Keller agreed to focus on consumer benefits as experiences are more important and she asked how the creative would evolve. CAO Cuming asked the board about testing the creative. A proposal has been received from SMG for \$8,000. The board recommended the test. John Sorgenfrei said he preferred investing the \$8,000 in marketing. Lori Keller noted that digital approaches can be tested. The board agreed not to test and to allow MSC to approve digital extension and move ahead.

Laila Kollmann moved ahead to action items and introduced John Fazio.

John Fazio presented details from 2015. Matt Masia asked about starting late to promote in 2015. John Fazio acknowledged the late start and confirmed new partnership with Good Medicine Presents. He also reviewed the marketing plan and approach to draw out of area focus. Laila Kollmann listed off-season events and asked how they will promote and educate with the lodging industry. John Fazio confirmed meeting with lodging to explore how heads in beds will benefit. Matt Masia noted event promoter's focus on bringing people to town. Bram Winter commented on the net proceeds going to the Chamber. John King asked how they will track out of area attendance. John Fazio said that Good Medicine

Presents will be tracking media audience stats. Laila Kollmann noted that a sweepstakes survey could be implemented to track zip codes. The board will revisit the motion during action items.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Marketing: CAO Cuming noted that the MSC report was included in the board packet.

Events: No report

Governance: CAO Cuming presented updated summary of local fund guidelines and reviewed percentage that each local fund invests in event sponsorships. John King noted that there must be a focus on return units and that a formula will help. Lori Keller asked about the frequency of revisitation. Bram Winter noted that the percentage for out of area visitors should be a goal and not a requirement. The board acknowledged that social profit is important. CAO Cuming addressed what the process will be if the CBID board declines funding. Nikki Schmidt noted the current challenge with Cambria appealing CBID funding denial of fourth cow. The board agreed to have funding submissions four times per year. CAO Cuming will schedule dates.

Action Items

Marketing RFP: CAO Cuming recapped the RFP outline and asked the board to confirm the date they want to finalize agency selection. Spring 2017 was confirmed. A motion was made by Lori Keller and seconded by Bram Winter to move forward with the RFP as presented with a spring conclusion. With no further discussion, the RFP was approved by a unanimous voice vote of the Advisory Board.

Local Fund and Matching Fund Applications

Avila Beach Admin. Asst. 2-Year Renewal:

A motion was made by Bram Winter and seconded by Matt Masia to approve the contract renewal for Avila Beach Administrative Assistant for 2 years at a cost of \$39,600. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Cayucos Concert Series:

Laila Kollmann noted that her property is full during the timeframe of the concert series and does see an opportunity to expose others to Cayucos for a return visit. She wants to focus on how they inform lodging owners and with it being a Saturday only event she is concerned about how it will create overnight stays. John King said that the performers will create the draw and the organizer needs to track zip code data. Laila noted that 3 of the scheduled bands are from out of the area. A motion was made by John King and seconded by Matt Masia to approve \$10,000 for the Cayucos Beach Concert Series. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

None

Future Agenda Items

International Chardonnay Symposium 2017 funding request
Stewardship co-lead Katie Sturtevant and Coastal Discovery & Stewardship
DMO strategy plan firm confirmed/funding from contingency

Adjournment

The meeting was adjourned at 2:45 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

September 28, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, Mike Hanchett, Bram Winter (late)

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: John King

Guests: John Sorgenfrei & Mark Elterman (core marketing); Terence Concannon

Call to Order

by Vice Chair Lori Keller at 12:06 p.m.

Public Comment

Mike Hanchett announced that Cavalier brought in a third party management company; Mike wants to continue to serve.

Administrative Items

- Roll Call

Laila Kollmann, Lori Keller, Shirley Lyon, Mike Hanchett and Matt Masia present. Bram Winter arrived late. John King was absent (unexcused).

- Chairperson Report

Lori Keller mentioned Local Fund Board Chair

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Matt Masia to approve the August 24 minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$175,000 in contingency.

- Administrator's Report and Partner Update

CAO Cuming reviewed the admin report and the partner update noting new maps and wildlife viewing tips. She also presented the EVC interview with Chuck Davison.

- Upcoming Events

Upcoming CBID Board Meetings are on October 26, November 16 and December 14 (if needed). VSLOC Educational Symposium will be October 5th. The Outlook Conference is February 27 and 28; board confirmed interest in having the CAO attend.

Business/Presentations

- **International Chardonnay Symposium**

Terence Concannon provided a PowerPoint to each board member. Dana Madison has been asked to lead event details with support of Cal Poly President Armstrong. Terence reviewed the 2016 recap and John Sorgenfrei shared the Wente family video produced for the 2016 event. Terence thanked the board for past support. Lori Keller asked about the event's marketing plan and Terence confirmed that he will be working with TJA to provide in the next couple of weeks. Laila Kollmann asked for clarity about the \$10,000 budget number versus \$25,000 on application and Terence confirmed that he will update the budget to reflect the \$15,000 in-kind marketing ask. Matt Masia inquired about event schedule noting events on Thursday in Avila but all other events will be in Pismo. John Sorgenfrei noted an effort to get local chefs involved. Mike Hanchett questioned if the event is on-track to be self funded. Terence confirmed that his focus will be to grow the event to breakeven and not be requesting additional funds after 2017. He also noted that ABTA had confirmed placing on the October agenda to consider funding and have requested that a marketing plan be provided. John Sorgenfrei confirmed that in-kind marketing still needs to be defined.

Discussion Items

- **Strategy/Topic Discussion**

Local fund operations: Lori Keller asked Shirley Lyon to lead conversation. Shirley provided background and confirmed that the board needs to evolve the process on the local level for funding and decrease duplication of effort. She encouraged input from each board member. Matt Masia suggested revisiting ordinance language to see how it could provide guidance. Lori Keller offered the example of Pismo Beach LBID and Pismo Preserve. Mike Hanchett expressed concern about creating confusion with messaging in drive-to markets as a result of the duplication. Shirley Lyon commented on the percentage of marketing investment by area that was provided in the board packet. She mentioned that VAC has recently acknowledged how they need to focus on efforts coming out of CBID. Bram Winter said that he agrees with Matt Masia and asked what Shirley was thinking. Shirley said that she feels that the local funds are just recognizing all that the CBID offers; there is a need to ensure that there is fairness across the board and to reiterate to local areas that they are an arm of the CBID and not independent. Lori Keller agreed that there needs to be a shift in focus. Matt Masia suggested having a CBID board member directly involved on each local fund board and consider expanding the CBID board to include all 10 regions, possibly in an advisory capacity. CAO Cuming will review the bylaws and inquire with the County.

Matt Masia asked if CBID allows local board to dictate how their areas appear on the H1DR site. John Sorgenfrei confirmed that feedback is always taken. It was suggested that all local funds include H1DR brand. Laila Kollmann suggested that funding requests would be in jeopardy if guidelines are not met. She also suggested sharing event marketing plan with CMT for feedback. Shirley Lyon recommended to continue with all agency collaboration. Lori Keller and Mike Hanchett commented on a reporting requirement to see if what CBID delivers is more value than what local boards are funding. Laila Kollmann said Cayucos may be considered as a pilot project as they are considering tying in more closely to CBID efforts and tools.

Next steps for the issue include reviewing the ordinance, reviewing bylaws, comparing with other BIDs that are structured similar to CBID and a future outline for local fund board chairs.

- **Core Marketing Team & Stewardship Program**

Mark Elterman talked about protecting the H1DR brand with the consumer. He shared a new full page print ad with "All Roads Lead to Roam" tagline. CAO Cuming reviewed the overlay shift from showing all 10 destinations to sharing experiences within the 10 destinations. John Sorgenfrei emphasized the overall approach and the goal to generate response. Mark Elterman presented the digital executions of the campaign. Matt Masia asked about the contest strategy and noted how it creates a booking. He asked if entrants really understand who we are and where we are. John Sorgenfrei challenged on what the CMT's charge is - bookings or destination awareness. Lori Keller suggested testing an alternate call to action and exploring other ways to drive interest.

Mark Elterman presented the new homepage look and feel and noted the challenge to drive traffic to local areas while launching the must-see rural road trips through destination focus. The San Simeon focus in August created 300 million earned and paid impressions, 1,700 new subscribers, an increase in web sessions of 118% and year-to-date web

sessions increase of 35%. Mark reminded the board that the goal is to exceed 30% growth in annual web sessions. Cayucos will be the focus for October's rural road trip.

The STP report was provided showing the Coastal Discovery and Stewardship celebration overview.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Marketing: CAO Cuming noted that the MSC report was included in the board packet.

Events: No report

Governance: The board discussed commissionable versus non-commissionable and provided guidance to include non-commissionable.

Action Items

Local Fund and Matching Fund Applications

Cambria Arthritis Foundation Bike Tour:

CAO Cuming provided an overview of the situation and Bram Winter shared his concerns regarding misinformation about the lodging impact of the 2016 event. Laila Kollmann said that she had researched the event's website and had concerns that funding would be for a "camping" event and suggested writing a letter to express concern and reiterate the goals. The board agreed with the letter suggestion and wants to include governance and Bram's input. Mike Hanchett noted the order of magnitude of funding versus the value of room nights. CAO Cuming noted that a formula will be added to the revamped local funding process.

Cayucos Sea Glass Festival:

Laila Kollmann noted that there is a Friday night mermaid ball and that the parking situation has been resolved. A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve \$8,000 for Cayucos Sea Glass Festival Sponsorship. With no further discussion the motion was approved by a voice vote of the advisory board; Laila Kollmann abstained.

San Simeon Friends of the Elephant Seal Outreach Improvements Project:

A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$6,223.33 for the FES outreach projects. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Edna & Arroyo Grande Valleys FreshBuzz Marketing:

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the FreshBuzz marketing contract at an amount not to exceed \$8,000. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

DMO Strategy Firms RFP

A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the RFP with a budget range of \$30,000 to \$40,000. Discussion was held regarding timing and it was

recommended to launch in November. The motion was approved by a unanimous voice vote of the advisory board.

Closing Comments

CAO Cuming's requested attendance at the 2017 Outlook Conference was confirmed.

Future Agenda Items

International Chardonnay Symposium 2017 funding request

Stewardship co-lead Katie Sturtevant and Coastal Discovery & Stewardship

Revamped funding guidelines and application

Marketing RFP (firm/s selection targeted for Spring 2017)

Adjournment

The meeting was adjourned at 2:25 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

October 26, 2016

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, Bram Winter (late), John King
County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Mike Hanchett

Guests: John Sorgenfrei & Mark Elterman (core marketing); Katie Sturtevant (Stewardship Travel Program); Judy Apple; Jennifer Porter

Call to Order

by Chair Laila Kollmann at 12:05 p.m.

Public Comment

Laila Kollmann introduced Judy Apple of Franco DeCicco. The company is requesting a letter of support to be delivered at the January meeting of the Coastal Commission in Pismo Beach for an 18 room motel. Fifteen of the rooms will have kitchens and there will be 4 condos; all parking will be on-site. Construction will have a beach bungalow architectural style and the company feels that they will provide visitors with another option in an area that needs more inventory. Laila asked why the project was postponed and Judy explained various reasons, including that area neighbors had requested a proposed retail portion be removed. The process began in 2008. Shirley Lyon asked about the county zoning requirements.

Administrative Items

- Roll Call

Laila Kollmann, Lori Keller, Shirley Lyon, John King and Matt Masia present. Bram Winter arrived late. Mike Hanchett was absent (unexcused).

- Chairperson Report

Laila Kollmann introduced Katie Sturtevant and Jennifer Porter.

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Lori Keller to approve the September 28 minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$174,000 in contingency.

- Administrator's Report and Partner Update

CAO Cuming reviewed the admin report and the partner update noting the new shared Cambria app, infrastructure grant press release, host compliance vacation rental tracking release. Shirley Lyon and Laila Kollmann commented that they believe the coastal ordinance is flawed.

- Upcoming Events

Upcoming CBID Board Meetings are on November 16 and December 14; location for December 14 will be confirmed at a later date. The Avila Beach constituent mixed will be held January 25. The Outlook Conference is February 26 and 27. Shirley Lyon added that the History Museum reception will be on November 4.

Business/Presentations

- **BlendFest on the Coast**

Jennifer Porter of the Paso Robles Wine Country Alliance reviewed the details of the 2017 event and dates. She confirmed a grand tasting will be held at Cambria Pines Lodge with 400 guests expected over 2 sessions. Matt Masia asked about 2016 attendance which Jennifer confirmed was 400. Laila Kollmann inquired about potential room nights and Jennifer said the projection is for 150 rooms per night over the two nights. CAO Cuming reviewed the funding that has been approved through Cambria and San Simeon. Jennifer is requesting \$5,000 in Event Focus funding.

Discussion Items

- **Strategy/Topic Discussion**
- **Core Marketing Team & Stewardship Program**

Laila Kollmann introduced Katie Sturtevant, the stewardship co-lead. Katie reviewed the overall goals for the upcoming year and touched on how BlendFest has incorporated STP into their 2017 event. She reiterated the constituent interest in new wildlife viewing and stewardship tips. John Sorgenfrei mentioned the annual Coastal Discovery and Stewardship celebration tool kit, and Mark Elterman noted the importance of creating specials or packages.

Mark Elterman recapped progress over the last 30 days and shared the Rural Road Trip video for Los Osos/Baywood Park. John Sorgenfrei and Mark Elterman highlighted research on relevant insights and target market evolution. John Sorgenfrei reviewed media strategy details and proposed channels. Mark and John noted the native ad approached and possible option to co-op with local areas. The CMT noted that videos will be created for millennials and baby boomers for getaway promo, and the board will consider the creation of a 2-minute brand video. John King asked about wine footage and a beer focus for millennials. Matt Masia asked about targeting the Central Valley audience and John Sorgenfrei said they can look at that marketing. John King asked about focusing on RVs; Nikki Schmidt noted that unincorporated areas do not include RV parks.

Coastal Discovery & Stewardship Whale Trail dedication FAM tour details were presented and will be addressed for funding under action items.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

CAO Cuming reviewed the outcomes of the local fund board chair meeting.

Marketing: CAO Cuming noted that the MSC report was included in the board packet.

Events: No report

Governance: Lori Keller noted dialogue provided in response to input and importance of following the letter of the ordinance. Shirley Lyon commented on what communities focused on funding from the beginning, and marketing versus infrastructure and beautification. Nikki Schmidt confirmed that the new grant program could address funding needs. The ordinance was initially proposed by what was the Visitors and Conference Bureau at the time. Laila Kollmann noted that we have not gone back and reviewed our bylaws and ordinance. Nikki Schmidt commented on greater responsibility in fiscal transparency required for public funding. Lori Keller mentioned current lawsuits in California and whether funds are truly connected to tourism and that all funds must tie back to overnight stays. It was suggested all monies should be spent outside of the county of SLO, which clearly shows money will support marketing. Nikki said that she will speak to counsel regarding the interpretation of current ordinance and noted that counsel is reading all funding requests and has seen the connection made to date. Lori Keller said John Lambeth

recommended that all funding connect directly to heads in beds. CAO Cuming requested next steps and Laila Kollmann confirmed that Nikki Schmidt will meet with counsel. Shirley Lyon suggested not limiting and look to evolve.

The marketing RFP will be released in early 2017.

DMO Strategic Plan RFP timeline was reviewed by CAO Cuming for early November release and 12/14 presentations. Nikki Schmidt is exploring the possibility of sole source justification.

Action Items

BlendFest 2017:

CAO Cuming provided info on the BlendFest request for \$5,000 in Event Focus funds. Bram Winter noted Jennifer's marketing expertise and appreciates how professionally the event is handled. A motion was made by Lori Keller and seconded by John King to approve \$5,000 from the contingency fund for the event. Bram Winter abstained. With no further discussion the motion was approved by a voice vote of the advisory board.

Local Fund and Matching Fund Applications

Cambria BlendFest 2017:

A motion was made by Matt Masia and seconded by Lori Keller to approve \$5,000. Bram Winter abstained. With no further discussion the motion was approved by a voice vote of the advisory board.

San Simeon BlendFest 2017:

A motion was made by Matt Masia and seconded by Lori Keller to approve \$5,000. Bram Winter abstained. With no further discussion the motion was approved by a voice vote of the advisory board.

VAC Marketing:

Laila Kollmann reviewed the details and Shirley Lyon emphasized the importance of using CBID tools. A motion was made by Matt Masia and seconded by Laila Kollmann to approve \$24,900. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Cambria Flag Memorial Project:

Laila Kollmann asked how the project is a gateway to Cambria and Bram Winter commented that he had the same question and wanted to know how the lodging connection can be made. Nikki Schmidt noted that the project is a perfect fit for an infrastructure and beautification grant. A motion was made by Lori Keller and seconded by Matt Masia to deny funding and recommend seeking an infrastructure and beautification grant. The motion was denied by a unanimous voice vote of the advisory board. It was further clarified that the CBID does not see any connection to attracting tourism with this project. CBID recommends CTB expand marketing budget.

Nikki Schmidt commented on the infrastructure and beautification County grant funding program and will seek input and plans to release 2016/2017 funding by end of 2016 in hopes of getting more north county unincorporated area projects.

Brand Video Funding Proposal

Laila Kollmann asked CAO Cuming to review project details. Lori Keller commented on whether there is a need to invest \$40,000 in brand video now or should it wait until the brand relationship evolves. Matt Masia commented that he thought there was a possibility to create a video generic enough to be used in many ways. Lori noted that the campaign videos will be done for baby boomers and millennials and suggests the \$40,000 be invested in media instead of production. Bram Winter suggested waiting until April when the hills will be green. Matt Masia said he supports what the MSC wants to do. John King noted that the most important aspect was to get high quality product. Shirley Lyon feels that video assets are needed. The Board asked that CMT work with MSC to identify potential production companies and make a determination.

Coastal Discovery & Stewardship Journalist FAM Funding Proposal

Shirley Lyon supports bringing journalists in as she wants to continue to support STP. She would like to see A-list publications like Nat Geo Traveler. Laila Kollmann said that it builds momentum and will result in having extra exposure to support CD&S celebration going forward. A motion was made by Lori Keller and seconded by Shirley Lyon to approve \$3,000 from the contingency fund for the FAM trip. Matt Masia stated his concerns from the Paso area that FAM value is in question versus meeting with journalists individually and therefore wants to be selective about who is invited.

Closing Comments

None

Future Agenda Items

Cayucos hotel project tourism support letter
Revamped funding application
International Chardonnay Symposium 2017 funding request
Marketing form RFP presentation (Spring 2017)

Adjournment

The meeting was adjourned at 2:15 p.m.



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

November 16, 2016

12:00 p.m.

Apple Farm ~ Garden Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, Bram Winter, John King (late),
Mike Hanchett (late)

County Liaison: CAO Cheryl Cuming

Absent: Nikki Schmidt

Guests: John Sorgenfrei & Mark Elterman (core marketing)

Call to Order

by Chair Laila Kollmann at 12:06 p.m.

Public Comment

Lori Keller spoke about the VSLOC Global China Ready Seminar through VisitCalifornia

Administrative Items

- Roll Call

Laila Kollmann, Lori Keller, Shirley Lyon, Bram Winter and Matt Masia present. John King and Mike Hanchett arrived late.

- Chairperson Report

Non

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Lori Keller to approve the October 26 minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$200,000 in contingency, as well as a remaining balance of \$15,000 in the VSLOC/VisitCA co-op.

- Administrator's Report and Partner Update

CAO Cuming reviewed the local fund summary and provided the August TOT as reported by VSLOC, reflecting the unincorporated area at +20%.

- Upcoming Events

There will be no December board meeting. Next meeting will be January 25, 2017. Whale trail dedication is on January 20th, Avila Beach constituent mixer on February 23rd and Outlook Conference on February 26th and 27th.

Business/Presentations

None

Discussion Items

- **Strategy/Topic Discussion**
- **Core Marketing Team & Stewardship Program**

Mark Elterman and John Sorgenfrei walked through the website re-theme. Matt Masia asked about promos on each destination drop-down. John Sorgenfrei addressed coordination with local areas and the destination pages. Lori Keller asked about SEO on new site and CAO Cuming confirmed the details of the December MSC meeting. John Sorgenfrei emphasized the importance of having the "Book Now" button throughout the site. Matt inquired about the overall Stay searches and Mark noted that the site visitor typically comes through the destination page. Mark suggested an overall presentation of the brand at the January meeting.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Marketing: CAO Cuming noted that the MSC report was included in the board packet.

Events: No report

Governance: Nikki Schmidt met with County Counsel and Nina previewed the San Diego lawsuit. Formed in 1989, the ordinance allows for funding of events, stewardship traveler program, infrastructure, etc. and heads-in-beds goal met by those projects. Nina was not concerned with the CBID being challenged based on what has been funded and believes that CBID can make a connection to support current items being “recreational, cultural and other attractions in the District as a tourist destination” within the ordinance language and are okay to continue to fund programs and projects as they have been in the past.

Lori Keller noted she had a conversation with John Lambeth about how if a TMD can more closely tie the benefit of funds directly to lodging constituent benefits the stronger its position.

Action Items

Local Fund and Matching Fund Applications

San Simeon Solterra Strategies Shoulder Season PR and SM Campaign:

Mike Hanchett suggested that marketing activities be promoted to draw people to San Simeon during the winter shoulder season. The proposal will cover December 2016 through March 2017. A motion was made by Matt Masia and seconded by Bram Winter to approve \$12,000. With no further discussion the motion was approved by a voice vote of the advisory board.

San Simeon Riester Booking Strategy, Paid Search and SEO:

A motion was made by Matt Masia and seconded by Lori Keller to approve \$22,800 and annual analytics reporting and hosting at \$1,920. With no further discussion the motion was approved by a voice vote of the advisory board.

San Simeon Chamber Visitor/Fulfillment Center Admin Support:

A motion was made by Matt Masia and seconded by Shirley Lyon to approve \$43,650. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Cayucos Hotel Project

The Coastal Commission support letter draft was reviewed by the board. John King suggested an edit to support tourism and not directly support a specific project. Mike, Matt and Lori said that they were not comfortable with the board being involved in this level and felt it isn't the board's role. Shirley and Bram suggested a more general letter in support of tourism overall. John King felt that a precedence would be set that is concerning. Mike noted the overall role being to promote the economic well being of all constituents and feels this approach is too specific. Shirley noted the upcoming policy discussion for the board.

A motion was made by John King and seconded by Matt Masia to write a letter stating that support for this project does not fall within the CBID's purview as it is not an advocacy organization. With no further discussion the motion was approved by a voice vote of the advisory board.

DMO Strategy Firm Sole Source

Laila Kollmann confirmed Nikki's success in obtaining the sole source option. CAO Cuming reviewed the Coraggio Group proposal. John King asked if Coraggio Group would be included in the marketing RFP presentations at the February board meeting.

A motion was made by John King and seconded by Matt Masia to fund up to \$35,000, including a possible additional trip to participate in the marketing RFP presentations. CAO Cuming reviewed the proposed planning team and interview teams. With no further discussion the motion was approved by a voice vote of the advisory board.

Closing Comments

John King asked about interest in sponsoring a contest for the International Chardonnay Symposium and the board confirmed interest for the January presentation.

Future Agenda Items

Brand video funding proposal

Revamped funding application

Continuing discussion about Local Fund Operations | Duplication of Effort

International Chardonnay Symposium 2017 funding request

Marketing form RFP presentation (Spring 2017)

Adjournment

The meeting was adjourned at 2:11 p.m.