



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

Board Meeting Minutes

January 25, 2017

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, Matt Masia, Shirley Lyon, Bram Winter, John King, Mike Hanchett
County Liaison: CAO Cheryl Cuming

Absent: Lori Keller, Nikki Schmidt

Guests: John Sorgenfrei, Mark Elterman, Kaci Knighton, Michelle Wright (core marketing);
Marjorie Ott (former board member)

Call to Order

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

Public Comment

The board welcomed Michelle Wright from Mental Marketing

Administrative Items

- Roll Call

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

- Chairperson Report

The Coraggio Group interview times were reviewed. Laila thanked Mike Hanchett for hosting the Whale Trail event. She also noted Mark Elterman's effort with the FAM trip and pointed out that the fiscal year is half over.

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Matt Masia to approve the November 16 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 \$48,618 in contingency.

- Administrator's Report and Partner Update

Laila Kollmann reviewed the 2016 highlights. She also shared the outcome of meeting with Chuck Davison. Bram expressed concern with the new brand's representation of all communities and shared SLO CAL video.

- Upcoming Events

Next board meetings will be February 22 and March 22. Avila Beach constituent mixer on February 23 at 5:30pm. The Outlook Conference is on February 26th and 27th.

Laila reviewed the Whale Trail dedication event noting that seven journalists were present. The CBID signs represent the southernmost along the trail. Mark Elterman commented that there is an expectation of a lot of coverage from the FAM journalists. He said they really understood the connection component of the region and stewardship. Laila thanked the Pacific Coast Wine Trail and Cavalier. Shirley Lyon noted how excited she is to see the STP evolve. John Sorgenfrei commented that support is coming from local areas.

Business/Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

The details of the Coraggio Group interview details were reviewed and upcoming planning team meetings.

- **Core Marketing Team & Stewardship Program**

Matt Masia commented that having someone local for the stewardship program is important. John King wants to make sure that Katie would have time and Bram Winter noted that it is hard to measure and Matt pointed out that it was created as a marketing strategy for gaining publicity and good benefits are coming from the program. John King said he doesn't feel that lodging is aware of the program. Matt noted the importance of Coastal Discovery & Stewardship celebration to drive business in January and February. Laila said that it has really helped her increase business in the slower period. Mike Hanchett asked about the value of marketing and John Sorgenfrei confirmed that it has served to open media doors. Kaci Knighton commented that there have been 80,000 Facebook views in two in a half weeks.

The CMT reviewed the Roam campaign and the new boomer and millennial videos. Mark Elterman touched on how the new efforts are driving more interest to each of the local areas. He shared the CD&S landing page, lodging specials page and whale video. Kaci shared the details of the Instagram takeover which saw a 4.4 increase in fans with a 40% increase in engagement.

Mark reported on the dashboard showing YTD mid-year increases of sessions up 59%, with a goal of 30%, social engagement up 90% and email clicks up 300%. John Sorgenfrei mentioned a native content piece with SF Gate and full page ad in SF Chronicle. Mark noted that Cambria, Avila Beach and Cayucos are participating in co-op.

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

Marketing: CAO Cuming shared the outcome of CMT meeting as the mid-year check-in. The recommended actions were: Kaci will be brought in as day-to-day lead with Mark and John remaining involved; the creative process will be improved; team relationship will be streamlined; the CMT will provide more complete, strategic and accurate scopes and briefs; requests that fall outside of scope will be addressed up front with details; communication hurdles will be dealt with and there will be confirmation when deadlines are missing and deliverables will be updated.

Events: No report

Governance: CAO Cuming reviewed the RFP process

Action Items

Local Fund and Matching Fund Applications

CTB applications were discussed and Bram talked about how the board needs to act as fiscal gatekeepers and not just serve to provide money to community effort. Matt asked about reviewing at the committee level and was concerned with the timeline. He also asked that CAO Cuming communicate the details from the board meeting. Mike wants to clearly communicate that applications under \$4999 can be un-approved by the chair. Marjorie Ott commented that a current CBID board member should meet with each new local board member. Shirley suggested that all local fund board members be required to attend ethics training. CAO Cuming will develop a new local fund board member orientation packet.

Cambria Farmers Market St. Patrick's Day Celebration:

The board continued general discussion about funding of similar events and specifically the Cambria Farmers Market request. It is at the chair's discretion to ask the board to vote on validity of providing funding to this effort. A motion was made by Mike Hanchett and seconded by John King to not approve the \$2000 funding based on the lack of detail and short timeframe limiting out of area marketing. With no further discussion the motion was denied by a unanimous voice vote of the advisory board.

Cayucos Chamber Visitor Center:

Laila provided an overview of the \$8,750 funding request for the Cayucos Chamber Visitor Center. She said the VAC is very aware of requirements necessary so they approved less than half of the requested funds. Matt asked about past funding and CAO Cuming confirmed that \$20,000 has been provided in the past two years (2014 and 2015). Shirley stated that the flea market fundraiser has been cancelled and the Chamber needs new funding. A motion was made by Matt Masia and seconded by Bram Winter to approve \$8,750. With no further discussion the motion was approved by a voice vote of the advisory board. Laila Kollmann abstained.

Revamped Funding Application

The board discussed the guidelines and noted the following:

- Adding language to confirm board chair's ability to deny applications under \$4,999
- Requirement to submit 120 prior - John King noted that smaller events would not meet this criteria and all members agreed
- Usage of funds should include what can be supported

A motion was made by Mike Hanchett and seconded by John King to approve the application with the noted changes. With no further discussion the motion was approved by a unanimous voice vote of the advisory board. The form will be disseminated to local areas in March.

AVA Letter of Support

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the chair executing a letter of support for the SLO Coast AVA and providing to SLO Wine Country Association. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Office Space

The discussion has been tabled until next month to allow the board to pursue options.

Closing Comments

None

Future Agenda Items

Continuing discussion about Local Fund Operations | Duplication of Effort
Marketing firm RFP presentation (February board meeting)
Strategic Plan recommendation (March board meeting)

Adjournment

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



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

Board Meeting Minutes

February 22, 2017

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, John King, Mike Hanchett
County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: Bram Winter (excused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton, Michelle Wright (CMT); Chuck Davison, Brooke Burnham, Sarah Taylor Maggelet (SLO CAL); AJ Fudge

Call to Order

by Chair Laila Kollmann at 12:08 p.m.

Public Comment

Chuck Davison, SLO CAL, introduced Brooke Burnham to the board and discussed the formal closure of Highway 1 and resulting implementation of the crisis communication plan; he is pursuing a call with VisitCA and tri-counties businesses at risk. He will connect with VisitCA at Outlook Forum and will activate crisis communications plan with Black Diamond for international business. CAO Cuming noted that the CBID will partner with SLO CAL on this effort to provide information, tools and guidance to navigate through the potential long-term closure.

AJ Fudge introduced herself and reviewed the details of her event, Central Coast Art & Music Festival, which is seeking local funding.

Administrative Items

- Roll Call

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

- Chairperson Report

Laila announced that Lori Keller has been promoted to CEO of Martin Resorts Management, and thanked everyone for their involvement with the Coraggio Group interviews. The presentation will be on March 22.

- Consent Agenda

A motion was made by Mike Hanchett, seconded by John King, to approve the January 27 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Lori Keller abstained.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$148,618 in contingency. She noted that the CBID is on pace to exceed assessment collections.

- Administrator's Report and Partner Update

Sarah Maggelet is the unincorporated board member for SLO CAL board. She shared her background and said she wants to help keep CBID connected to SLO CAL board. She has licensed vacation rentals in Templeton and Cayucos, and emphasized the importance of proper licensing. Sarah touched on the highlights from the SLO CAL board minutes.

- Upcoming Events

Next board meetings will be March 22 and April 26.
Avila constituent mixer is 2/23 and Outlook Conference is 2/26 and 2/27.
BIG funding deadline is March 27.

Business/Presentations - none

Discussion Items

- **Strategy/Topic Discussion – none**

- **Core Marketing Team & Stewardship Program**

John Sorgenfrei discussed organizational enhancements plans to have Kaci lead day-to-day activities and how CMT will move forward to service account through contract term. He addressed that the delay of the RFP resulted in renewed respect between the two firms to service the organization. CAO acknowledged Mark's contribution over the last 4+ years and looks forward to continued progress.

John Sorgenfrei reviewed the PowerPoint and Michelle shared details of the KTLA getaway contest. The Roam campaign progress was reviewed, including a +90% year over year increase in sessions, +180% in social engagement and +300% increase in email clicks. Kaci reviewed the social media achievements, including 76,000+ Facebook fans. CAO Cuming noted a monthly increase in January of 11,000 Facebook fans and 243,000 video views.

John Sorgenfrei emphasized messaging around the Best of Highway 1 and CAO Cuming noted that we must add accessibility/route messaging and focus on what is open and not what isn't open. Bill Stansfield noted that they will work closely with SLO CAL on messaging around Highway 1. John Sorgenfrei also touched on CD&S and Whale Trail FAM. For the 2017 Road Trips/VisitCA/Sunset opportunity CAO Cuming confirmed that the funding is on the agenda. Laila asked for clarity around ad space location.

John Sorgenfrei also talked about co-op through SLO CAL for May issue in Alaska Airlines publication, Horizon. He confirmed that CBID is in the March issue already and the full-page rate in May is \$6,000 for an advertorial format. SLO CAL is spending \$300,000 in the Seattle market overall. The magazine targets 600,000 people during its monthly circulation. Noting that available co-op funding remains in the approved budget, the board supports moving forward with May full page advertorial.

Matt asked about the H1DR website and Bill confirmed that the API/CMS project is concluding. John Sorgenfrei reassured the board that the scope and budget will be met.

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

Governance: Laila reviewed the committee recap.

Marketing: CAO Cuming noted that the RFP timing is delayed so the board needs to discuss how this layers with the organizational strategic planning process underway with Coraggio Group. Shirley asked how we measure success and are we being successful. She said this needs to be resolved. Nikki noted that the RFP budget numbers are only valid for 90 days. Laila asked the board for guidance and Shirley felt the board should continue and see what occurs after the Coraggio presentation. Matt says the group needs more intel in order to determine how to move forward and feels a need to stay on course for now. Nikki asked about how we measure success and Laila noted that the CMT has improved in areas of the scorecard where improvement was needed. John King said that he's not willing to make a rash change and noted that the CMT is performing with good stats.

Laila addressed the need for a local fund new member packet and CAO Cuming confirmed details are being pulled together.

Events: No report

Action Items

SMG Influence survey: CAO Cuming reviewed the proposal and asked that the effort be supported to obtain data to make better marketing decisions. Lori noted that Coraggio is long-term and the influence survey is short-term tool to help the board better manage marketing efforts and measure what is being done well and what needs to be improved.

A motion was made by John King, and seconded by Mike Hanchett, to approve the \$8,000 in funding for the SMG Influence survey. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Local Fund and Matching Fund Applications

Cambria Rotary Wine/Art Dinner:

CAO Cuming reviewed the outcome of Sunset Rotary funding request due to a misunderstanding that the event had been cancelled. The funding remains unsupported by the CBID for the following reasons: the 'heads in beds' component with the overnight incentive was removed; no details were provided on how the event will be marketed out of area; and the final funding application came before the CTB 17 days prior to the event and doesn't meet that board's parameters of 90 days prior. Mike Hanchett also noted that the \$62.50 acquisition for room night potential for the overall investment doesn't make sense.

Cayucos Big Big SLO pocket planner:

CAO Cuming noted the \$1600 investment for the VAC pocket planner and Laila shared details of the project.

San Simeon Solterra Strategies marketing/PR extension:

John King asked Mike if he supports and Mike noted Stacie's strength in PR and is supportive.

A motion was made by Matt Masia, and seconded by Shirley Lyon, to approve \$14,000. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

San Simeon Chamber Tradeshows for China and UK:

Lori asked if Millie is still working with SB Hotel Group and CAO Cuming confirmed that she is. Mike provided information on how the program works and noted that China and the UK have become important markets for San Simeon.

A motion was made by Lori Keller, and seconded by Shirley Lyon, to approve \$10,025. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach Constituent Mixer:

Matt asked about the mixer being a cost of doing business and how it falls within the local purview. Nikki confirmed that constituent outreach does fall under the ordinance.

Revamped Funding Guidelines & Application

CAO Cuming reviewed the guidelines and application. John King asked about the 120-day requirement and feels that it is too long and doesn't agree that it's needed. Shirley supports the 120-day window to effectively plan out of area marketing. Laila asked if the board supports guidelines and application with the noted changes.

A motion was made by John King, and seconded by Shirley Lyon, to approve with changes. CAO Cuming confirmed that local fund admins will meet to discuss the roll-out process and anticipates details to be shared at April local fund board meetings.
With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

CAO Office Space

Laila recapped office space conversation from January meeting, and asked for board to consider co-working space for CAO Cuming.

A motion was made by Shirley Lyon and seconded by John King to approve up to \$400 per month to reimburse CAO Cuming for office expenses. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Sunset Road Trips

Lori is concerned with the cost of inside back cover and instead leans toward ad space adjacent to the Highway 1 editorial for \$15,000. CAO Cuming confirmed that if we are unable to get a full-page space for the board-approved price, then the CMT will pursue a small-space ad within the CCTC co-op, with monies funded from the existing budget.

A motion was made by Lori Keller, and seconded by John King, for a not to exceed of \$15,000 funded from contingency. The motion was approved by a unanimous voice vote of the advisory board.

Future Agenda Items

Nikki reminded the board that the annual renewal process will begin in May and Form 700 will be coming. Ethics training renewal is pending.

Board succession needs to be agendized

Strategic Plan recommendations will be discussed following the Coraggio presentation
2017 2018 priorities (April)

Closing Comments: none

Adjournment: The meeting was adjourned at 2:51 p.m.

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

Board Meeting Minutes

March 22, 2017

12:30 p.m.

Cambria Pines Lodge
2905 Burton Drive
Cambria, CA 93428

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: CAO Cheryl Cuming

Absent: Nikki Schmidt

Guests: CMT: John Sorgenfrei, Bill Stansfield, Mark Elterman

Call to Order

by Chair Laila Kollmann at 12:33 p.m.

Public Comment

None

Administrative Items

- Roll Call

Laila Kollmann, John King, Mike Hanchett, Shirley Lyon, Lori Keller, Bram Winter and Matt

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Masia present.

- Chairperson Report

None

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Shirley Lyon to approve the February 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and a n overview of financials with \$140,618 in contingency.

- Administrator's Report, Marketing Committee Report and Partner Update

CAO Cuming reviewed the Coastal Discovery & Stewardship outcomes as well as takeaways from the Outlook Forum. The MSC report was included in the board packet. CAO Cuming also reviewed the SLO CAL marketing retreat results.

- Upcoming Events

Next board meetings will be April 27, May 24 and June 28.

SLO CAL Tourism Exchange May 11.

ROI consent on April 18, with ROF hearing on May 23.

Action Items

Response to Cambrian opinion letter: Chair Kollmann asked the board to review and bring thoughts to the April meeting. CAO Cuming will email reminder.

Local Fund and Matching Fund Applications

Chair Kollmann provided details from the Cambria Tourism Board and CAO Cuming provided details from the San Simeon Tourism Alliance meeting.

Cambria & San Simeon American Legion July 4th Fireworks:

Laila Kollmann asked that next year's funding request tie directly to heads in beds and noted that the Highway 1 closure is a concern; she also noted a decline in occupancy rates when the fireworks are cancelled. Mike Hanchett asked about annual fundraising for the American Legion and John King asked about the lodging connection.

A motion was made by Matt Masia , and seconded by Bram Winter , to approve \$8,500 for

Cambria and \$6,000 for San Simeon. Matt noted that the new application form will help clarify these types of funding requests in the future and Mike commented that the American Legion needs to pursue other funding sources. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Cambria & San Simeon Scarecrow Festival:

A motion was made by Mike Hanchett, and seconded by Laila Kollmann, to approve \$15,000 for Cambria and \$4,750 for San Simeon. Matt Masia noted that the organizers asked for \$20,000 and Cambria had anticipated \$10,000 so they agreed to meet in the middle. Organizers have been encouraged to find alternate funding sources in the future. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach SLO Ultra at Wild Cherry Canyon:

John King asked about the event moving to another weekend. Mike Hanchett asked about the branding evolution and John Sorgenfrei spoke to the "Pick your Perfect Paradise" brand, as well as interest in creating packages.

A motion was made by John King, and seconded by Lori Keller, to approve \$12,500. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach RaceSLO GranFondo:

A motion was made by John King, and seconded by Shirley Lyon, to approve \$22,500. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach Bubblyfest:

Mike Hanchett asked Lori Keller for her insights and she has heard that it does make the weekend busier, and contribute to our 'heads in beds' mission.

A motion was made by Lori Keller, and seconded by Shirley Lyon, to approve \$9,000. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Cayucos Eroica CA 2017:

John King asked about international visitors and CAO Cuming confirmed almost 90% are from out of country.

A motion was made by Shirley Lyon, and seconded by Matt Masia, to approve \$4,999. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Presentation and Feedback - 2020: Bringing the Unincorporated CBID Strategic Plan into Focus

Chair Laila Kollmann provided an introduction and each board member introduced themselves. CAO Cuming provided background of strategic organization planning and process. She encouraged feedback and noted that the document being presented will continue to evolve.

Matthew Landkamer, Coraggio Group, provided an overview and presented the draft plan to the group. Main objectives included strategic clarity framework; CBID draft vision, mission and values; reputation; position; strategic imperatives; objectives and initiatives.

Attendees: John Sorgenfrei, Bill Stansfield, Mark Elterman (CMT); Becky Evans, Cambria Pines Lodge; Jamie Wallace, VLOB and Cal Poly; Melissa Kurry, VLOB and VAC; Cheryl Rowe and Linda Sanpei, Parker Sanpei PR; Toni LeGras, Beachside Rentals; Marna Lombardi, Oceano/Nipomo; Greg Pacheco, Cambria Inns Collection; Jim Bahringer, Fog's End; Christopher King, Avila Village Inn and ABTA; Gary Setting, Sea Pines and VLOB; Steve Vinson, Los Osos Chamber and VLOB

Future Agenda Items

Support of areas affected by Highway 1 closure (in partnership with SLO CAL)
2017-2018 organizational and marketing priorities and deliverables discussion (April)
BlendFest recap (April)
Board succession
Decreasing duplication of effort: SLO CAL presentation

Closing Comments

None

Adjournment

The meeting was adjourned at 3:15 p.m.



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

Board Meeting Minutes

April 26, 2017

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, Mike Hanchett
County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: John King (unexcused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton, Michelle Wright (Core Marketing Team); Sarah Taylor Maggelet (SLO CAL); AJ Fudge (CC Art & Music Festival); Jessica Blanchfield, Carissa Schwabenland (Archer & Hound)

Call to Order

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

Public Comment

Laila welcomed Archer & Hound, as well as Sarah and AJ.

Administrative Items

- Roll Call

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

- Chairperson Report

Laila noted the Highway 1 closure outreach efforts. Mike said their property is a bit off for same day walk-ins. Jessica summarized the outreach for Cycle Central Coast and the ability to ride Highway 1 when road is clear.

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Bram Winter, to approve the March 22 minutes. With no further discussion, these minutes unanimously were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the assessment progress against budget and noted \$144,000 in contingency.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Local Fund Area (LFA) binders for new local fund board members. Sarah Maggelet provided the SLO CAL report including county process for bringing vacation rentals into compliance.

- Upcoming Events

Next board meetings will be May 24 and June 28.
SLO CAL Tourism Exchange is May 11.

Business/Presentations

- **BlendFest**

Jennifer Porter was unable to attend. CAO Cuming will confirm availability for May meeting.

- **#UnlockYourAdventure**

AJ Fudge presented the Art & Music Festival in Cayucos that will be held in August with the #UnlockYourAdventure shoulder season promotion from October through March. Mike asked about technology and who is handling. AJ confirmed that there are 2 potential vendors and the app will be custom created. Mike asked about marketing and AJ said she will deliver out-of-area messaging through mobile devices. Matt asked about percentage dedicated to marketing and AJ confirmed that a total of \$15,000 will be invested. Jessica asked about Cambria being involved and AJ said she is open to expansion in 2018. Lori inquired about lodging participation and AJ provided information about how properties can

offer an experience for #UnlockYourAdventure. Lori expressed her concern with the lack of participation in these types of offers in the past. Matt asked how it will integrate with H1DR's winter ad campaign. Nikki asked AJ what other festivals she has been involved in, and AJ confirmed her past involvement. Laila asked about having the photo and video assets shared, and AJ confirmed they would be shared, and noted the importance of sharing the email addresses gathered.

Discussion Items

- **Strategy/Topic Discussion**

None

- **Core Marketing Team & Stewardship Program**

Kaci shared results from the Roam campaign, noting 11,500 new names have been added to the database. She also touched on native advertising results and social media impressions (916,000+) with almost 250,000 video views. Spring campaign details were provided with the messaging evolution of "Our Roads are Open to Roam". John Sorgenfrei noted the details of the media plan, including SF Gate. Bill noted that the Roam campaign and H1DR map won a bronze Addy award, and the website won a silver Addy award. Bill also addressed the drone film effort to expand the asset library, and reviewed the web enhancement projects schedule through June. It was confirmed that the H1DR activity on TripAdvisor is now ranking #13.

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

Governance: Discussion of next steps with the CMT and need to confirm. CAO Cuming confirmed 90-day timeline with RFPs submitted on 2/2 with deadline on 5/2. The board discussed the overall approach for 2017 | 2018 budget, planning and marketing. The board supports placing on the May agenda to extend CMT to June 2018. They seek to have all costs at net, including media and all other hard costs.

Marketing: Laila noted that the MSC recap was included in the board packet, and asked if there were any questions.

Events: No report

Action Items

Strategic Plan: Chair Laila Kollmann reviewed the overall process and CAO Cuming reviewed the final edits from the 3/22 board meeting. Matt asked if \$20,000 for the Operational Planning is within the budget and CAO Cuming confirmed that it would need to be funded through contingency. Lori asked Matt if there are areas we are missing and Matt indicated he felt overwhelmed by the details as the majority of the board just became involved last month. Lori noted the operational plan will bring it to life and provide an

action plan. Mike suggested the board focus on initiatives in order to understand if they support the direction and then in turn, support funding the operational plan.

A motion was made by Mike Hanchett and seconded by Shirley Lyon, to approve the “draft” Strategic Plan as provided and agree that the plan will evolve as the operational plan develops. Matt Masia abstained indicating that he’s not comfortable based on the limited information he has been provided to date.

A motion was made by Laila Kollmann to approve \$20,000 from the contingency for the operational plan as presented. Motion didn’t carry. Laila re-motined, and new motion was seconded by Shirley Lyon, to approve \$20,000 for the plan. Bram and Mike asked to see an example of SLO CAL’s operational plan before proceeding. Motion was withdrawn and further discussion will be placed on May agenda following receipt of a sample operational plan.

Cambrian Opinion: Laila reminded the board of the conversation from the last meeting and asked whether CTB was going to respond. Bram recapped discussion from the CTB meeting about opinion letter written January 25, 2017. Shirley suggested they promote STP so locals are aware of what is being done. The board did not support a response at this time, and suggested PR efforts be explored at the local level.

Local Fund and Matching Fund Applications

Cambria Olallieberry Festival:

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve \$1,000 in matching funds for Cambria Olallieberry Festival. With no further discussion, the motion was approved by a voice vote of the advisory board. Matt Masia opposed.

Avila Beach STP clean-up bags:

A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve \$6,320 for the new STP clean-up bags. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

San Simeon Gateway signage:

Mike Hanchett provided a history of the gateway sign and the progress to date. He will need to confirm final details and who will get the landscape contract.

A motion was made by Lori Keller, and seconded by Shirley Lyon, to approve \$24,999. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Oceano Nipomo TJA Marketing:

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve \$5,600 for social media and spring advertising with TJA. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Event Focus Funding | #UnlockYourAdventure:

The Board discussed at length and was concerned with AJ's ability to obtain 5,000 respondents, that AJ is the only person involved, and risk that this 'new' approach may not yield results promised.

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve \$7,500 for #UnlockYourAdventures shoulder season promotion. Lori asked about performance pay based on deliverables. Laila called for a show of hands: Shirley, Matt and Bram were in support; Lori and Mike were opposed; Laila abstained. Motion did not pass. Board requested additional information.

The board will invite AJ back in May to address questions.

Revamped Funding Guidelines & Application

The revamped funding guidelines and application will launch on May 1.

Future Agenda Items

Contract renewal for Admin & Financial services (May)

Influence survey data

Continuing discussion about Local Fund Operations | Duplication of effort

STP presentation

2017 | 2018 Budget

CMT: Budget, contract, marketing plan

Closing Comments

None

Adjournment

The meeting was adjourned at 3:09 p.m.



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

Board Meeting Minutes

May 24, 2017

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, John King

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

Absent: Bram Winter (excused), Mike Hanchett (excused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton, Michelle Wright (core marketing); Sarah Taylor Maggelet (SLO CAL); AJ Fudge; Katie Sturtevant; Carissa Schwabenland (Archer & Hound)

Call to Order

by Chair Laila Kollmann at 12:09 p.m.

Public Comment

None

Administrative Items

- Roll Call

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

- Chairperson Report

Laila thanked everyone for attending and acknowledged families. She also noted the Tourism Exchange and provided an overview as well as the work with the CMT and Coraggio Group.

- Consent Agenda

A motion was made by Matt Masia, seconded by Shirley Lyon to approve the April 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. John King abstained.

- Financials

CAO Cuming reviewed the draft budget and John King asked about the larger contingency.

- Administrator's Report and Partner Update

CAO Cuming shared Beach Towns publication. She also noted that the WineCoastCountry trademark was due for renewal. Sarah Maggelet reviewed the SLO CAL progress and the year in review document. John King asked about the cost to get recommendation for conference center.

- Upcoming Events

Next board meetings will be June 28 and July 26. August meeting date is TBD. Lori Keller has been appointed to SLO CAL board.

Business/Presentations

- **Stewardship Travel**

Katie Sturtevant reviewed the 2016/17 recap and looked ahead at priorities for 2017/18. John King asked about the STP value to supporting 'heads in beds' and a need to understand how this program will bring visitors to the area. John Sorgenfrei noted the importance of history and supports the idea of a heritage trail. Lori Keller suggested locally advocating the impact of the program to SLO CAL to help spread the word.

- **#UnlockYourAdventure**

AJ Fudge provided a PowerPoint presentation. Laila Kollmann moved the Action Item related to CBID Event Focus Funding up on the agenda to allow for discussion immediately following AJ's presentation. Matt Masia asked about the 5,000 attendees and how they will spread word of mouth that translates into return visitors during shoulder season. AJ

specified that a code is only needed at the festival. John King asked about the festival happening later in the year and AJ indicated that it is intentionally planned during busy season to gather data for a shoulder season launch. Laila asked about Avila Beach and San Simeon installations and AJ confirmed that the first one would be done in Cayucos. Matt inquired about how it will grow in the future and AJ hopes to get more communities on board once they see how it worked for Cayucos. Matt also asked for clarity on the benefit to H1DR. AJ indicated the data, 5000 email addresses, and additional exposure to new visitors as the benefits. John King noted the importance of pushing shoulder season business and wants to see the event built out from August through March so offseason business is created. Shirley commented that with schools starting earlier that vacation rentals do have opportunities in August. Matt confirmed that the CBID investment is fully for out-of-area marketing.

A motion was made by Shirley Lyon and seconded by John King to approve \$7,500 in Event Focus funds. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Discussion Items

- **Strategy/Topic Discussion**

Laila laid the groundwork in how to progress with the strategic plan. CAO Cuming reviewed discussions with Coraggio Group and their ability to return and do a deeper dive on how each imperative was reached. Matt Masia questioned the value and payoff; he's concerned about the investment of time and money and the end results that will come of it.

- **Core Marketing Team & Stewardship Program**

Kaci Knighton shared the drone teaser. John King emphasized providing to the local funds. Kaci also reviewed the marketing results, highlighting 2015/16 results and 2016/17 year-to-date efforts. John Sorgenfrei asked for board feedback once they've had time to review.

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

Governance: CAO Cuming annual review recap provided by Laila. CAO Cuming thanked the board and reviewed the areas for improvement.

Marketing: MSC recap was included in the board packet.

Events: No report

Action Items

Coraggio Group: A motion was made by Shirley Lyon and seconded by Lori Keller to approve \$2,500 plus travel expenses for Coraggio to recap the Strategic Plan work at the 6/28 board meeting. With no further discussion, the motion was approved by a voice vote of the advisory board.

COLA approval for CAO: A motion was made by Shirley Lyon and seconded by Lori Keller to approve a 3.5% increase. With no further discussion the motion was approved by a voice vote of the advisory board. John King abstained.

Local Fund and Matching Fund Applications

Cayucos Art & Music Festival/ #UnlockYourAdventure:

A motion was made by Shirley Lyon and seconded by John King to approve \$7,500 in matching funds. With no further discussion the motion was approved by a voice vote of the advisory board.

Future Agenda Items

CMT contract (June)

2017 | 2018 Budget approval

Influence survey data

Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

The meeting was adjourned at 2:41 p.m.

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

Board Meeting Minutes

June 28, 2017

11:00 a.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, John King, Bram Winter, Mike Hanchett

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

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton (Core Marketing Team; Jim Bahringer, Jill Jackson (CTB); Jessica Blanchfield, Carissa Schwabenland (Archer & Hound); Matthew Landkamer (Coraggio Group)

Call to Order & Roll Call

by Chair Laila Kollmann at 11:06 a.m. Laila Kollmann, John King, Shirley Lyon, Lori Keller, Matt Masia, Bram Winter and Mike Hanchett are present.

Public Comment

None

Presentations

None

Discussion Items

• Strategy/Topic Discussion - Coraggio Group

Chair Laila Kollmann introduced Coraggio Group and Matthew Landkamer to review the strategic plan recap. The board agreed that they are unclear once the proposed plan is implemented - what happens next. The agenda covers seven areas, starting with Plan Development Process and concluding with Next Steps.

Matthew shared insights report from 22 interviews done as the planning process began. He reviewed the common themes and touched on input and comments. The plan decision making was reviewed next. Matthew stepped back to acknowledge the Clarity section of the plan, including mission, values, reputation and position.

Next, the board reviewed the 3 imperatives and the associated initiatives for each. Mike Hanchett confirmed that the three imperatives will support the CBID's mission. Matthew confirmed that the strategic plan will allow the organization to "do things better" going forward. The board discussed questions around the imperatives and then moved ahead to discuss implementation. The board supports changing future CBID agendas to add the strategic plan discussion to each meeting. It was agreed that the board priorities must be identified. John King said he wants to better understand where SLO CAL is headed. Mike Hanchett said he always wants to strive to do better. John Sorgenfrei noted that H1DR is an important part of the growth and process with SLO CAL. John King said he also looks to evolve the relationship with EVC. Laila Kollmann said she senses that the board supports moving ahead, remaining closely connected to SLO CAL while making sure to keep an eye on local fund progress.

Matthew asked each board member to prioritize initiatives into their top three:

1. Enhance the board's partnership with SLO CAL, including marketing plan alignment, advocacy and infrastructure (Lori Keller, Bram Winter, Mike Hanchett, John King, Matt Masia)
2. Assess options to evolve the organization to meet future needs (Laila Kollmann, Lori Keller, Bram Winter, Matt Masia)
3. Tie between 2 initiatives:
Collaborate with LFAs to evaluate, inform, and improve their working relationships with each other and the CBID (Mike Hanchett, John King, Matt Masia)
Identify optimal brand architecture for CBID (Laila Kollmann, Bram Winter, Mike Hanchett)

The board agreed to the formation of a sub-committee with one board member and a strategic planning team member. CAO Cuming will identify next steps and resources for board priorities, and bring back a recommendation from the sub-committee to the July CBID Advisory Board meeting.

- **Core Marketing Team & STP**

The CMT budget was reviewed, Kaci reviewed the details of the \$755,000 marketing investment. Lori Keller stated that with a \$1.3 million overall budget and \$300,000 earmarked for advertising she's concerned that the LA and SF markets are expensive and that the CBID isn't "making a ripple" with the amount allocated. John Sorgenfrei noted that the \$232,000 in content creation and SEO should be considered part of the advertising investment.

CAO Cuming reviewed the STP contractor scope and Kind Traveler sponsorship.

Action Items

Operations Plan Development w/Coraggio Group: The board agreed to table funding of the operational plan until the sub-committee meets and confirms next steps.

A motion was made by Shirley Lyon, and seconded by Matt Masia, to table funding for now. With no further discussion, the motion was approved by a voice vote of the advisory board.

Local Fund and Matching Fund Applications

Cambria Archer & Hound 2-year marketing contract:

A motion was made by Matt Masia, and seconded by John King, to approve \$600,000 for the two-year contract. With no further discussion, the motion was approved by a voice vote of the advisory board.

Cambria Film Festival:

Mike Hanchett asked if the organizer has plans to scale up in the future. Lori is unsure why a new film festival is being created separately from the existing film festival. Matt does not support matching fund program overall. John King noted that Cambria does have a chance to focus on new draws to the area and hopes that the first year will show results.

A motion was made by Bram Winter, and seconded by Mike Hanchett, to approve \$4,500 for the festival sponsorship. Lori Keller and Matt Masia opposed. With no further discussion, the motion was approved by a voice vote of the advisory board.

Avila Beach SLO Wine Harvest on the Coast:

A motion was made by Shirley Lyon, and seconded by Mike Hanchett, to approve \$15,000 for the SLOWine Harvest on the Coast sponsorship. With no further discussion, the motion was approved by a voice vote of the advisory board.

Avila Beach TJA 3-month contract extension:

Mike Hanchett asked Lori Keller and John King if they supported and Lori said it would be

good to take a step back and more closely evaluate how the next FY monies will be spent in marketing.



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

Board Meeting Minutes

July 26, 2017

12:00 p.m.

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

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Lori Keller, Matt Masia, Shirley Lyon, John King, Mike Hanchett

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: Bram Winter (excused), Laila Kollmann (excused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton; Jim Bahringer (CTB); Chuck Davison (SLO CAL)

Call to Order

by Vice Chair Lori Keller at 12:09 p.m.

Public Comment

Jim Bahringer commented on his observations from attending the last CBID Advisory Board meeting that some unincorporated areas like Harmony aren't covered. Most importantly, he feels it's critical that the local funds maintain their independence, and referred to the current CBID ordinance for support. Jim also noted that in a survey done in Cambria that stewardship travel was not an interest of those asked.

Chuck Davison provided an update on the Highway 1 closure and noted that there has been split feedback from north coast businesses on whether they've been impacted. He

reiterated that it's a countywide issue, and everyone needs to be pitching in as this closure may be long standing. STR is down 20% and some businesses are reporting being down as much as 50%; most recent reporting period showed Cambria down 10%. Efforts with VisitCA, CCTC and Cal Trans will continue; SLO CAL and the EVC will meet with Senator Monning. Chuck noted that although the slide is on the Monterey County side, the impact reaches in to SLO County. Mike Hanchett said that historically key elected officials have pushed on Cal Trans and that progress is needed as the rainy season will be here in November. Chuck also noted that even when Monterey County gets northern access, their business will likely be off by 25%.

Administrative Items

- Roll Call

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

- Consent Agenda

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

- Financials

CAO Cuming reviewed the monthly financials.

- Administrator's Report and Partner Update

CAO Cuming reviewed the administrator's reports and SLO CAL reports.

- Upcoming Events

Next board meetings will be August 16 (3rd Wednesday at 11am) and September 27.

Presentations

None

Discussion Items

- **Strategy/Topic Discussion – Does 5-year vision align with Strategic Plan?**

Discussion was lead on the Strategic Plan to determine if the 5-year vision aligns with the 'Clarity' section of the newly approved Strategic Plan. CAO Cuming reviewed the Strategic Planning subcommittee recap and asked the board to consider if the plan and vision align. Matt Masia asked if everyone agrees with partners about where the board is headed in the

future. Lori Keller noted that the intention was that the plan and vision would mesh and that collaborative partnerships were a focus. She asked the board if they felt there were areas that don't match. Mike Hanchett questioned why the Clarity section doesn't just replace the 5-year vision. Matt Masia responded that the entire board created the 5-year vision but were not all involved at the same level with the strategic plan. He feels that if the board is in agreement to replace one with the other, then it should be done. Mike Hanchett sees the strategic plan as a refinement of the 5-year plan and thinks it's okay to replace it. The board agreed to pursue this direction. Matt Masia noted there are some initiatives that can be accomplished independently and recognizes the need to help outline an operation plan and tactics.

- **Core Marketing Team & STP**

Kaci Knighton and John Sorgenfrei provided an overview of the draft marketing plan noting that we will focus on interests and beliefs rather than demographics, and invest in content curation, including video in lieu of traditional banner ad placement. John Sorgenfrei noted the need to create goals for content curation. Matt Masia asked for additional information around native advertising and John provide a quick overview. Mike Hanchett questioned the segments of the LA market that others get at their properties. CAO Cuming connected how Kind Traveler will allow a solid messaging platform for H1 and STP, as well as promotion of 3 getaway giveaways. Kaci previewed the "Bucket List" approach and how creative strategy supports social media activation.

John Sorgenfrei and Kaci Knighton presented the annual media plan including co-op, print and native/video for total investment. The board supports moving forward with the plan as presented.

Lori Keller noted that she requested the CMT budget detail appear on the agenda for further discussion. John Sorgenfrei provided an example that Facebook is paid as placed and TJA "fronts" this money. Bill Stansfield reviewed budget detail for the Fiscal Year 2017|2018 and the board discussed several areas and asked questions. The CMT needs to confirm is \$53,250 in "management mark-up" is included within the overall 810 annual hours. Lori Keller asked that "budget buckets" be reviewed in more detail at MSC meeting. Matt Masia asked Nikki Schmidt what the County requires and Nikki explained how the County budget works with "object levels." Mike Hanchett asked if the 810 hours under account management/cost admin is higher based on two agencies working together, and John confirmed that there is some overlap and that the two agencies will provide oversight to avoid duplication.

- **Governance and Marketing Reports**

CAO Cuming noted that Marketing recap was included within board packet, and all major items were touched on in during the meeting. The board had no questions.

Action Items

Board renewals: Shirley Lyon, Bram Winter, Mike Masia and Mike Hanchett submitted letters of interest to renew for another four-year term.

A motion was made by Mike Hanchett and seconded by John King to support the four applicants. With no further discussion, the 4 renewal letters were approved by a voice vote of the Advisory Board.

WineCoastCountry trademark: CAO Cuming reviewed the email and \$750 fee associated with the renewal. Mike Hanchett asked about trademark protection of Highway1DiscoveryRoute and noted that Google may notify if name is used elsewhere. CAO Cuming will provide H1DR pricing at August meeting.

Local Fund and Matching Fund Applications

Avila Beach 1-year marketing contract with TJA:

A motion was made by Mike Hanchett, and seconded by John King, to approve \$140,000 for the one-year contract with TJA. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Avila Beach SLO Wine Harvest on the Coast:

A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve \$15,000 SLOWine sponsorship. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

San Simeon Solterra 2-month contract extension:

A motion was made by Matt Masia, and seconded by Shirley Lyon, to approve \$7,000 for the two-month extension with Solterra. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Edna Valley & Arroyo Grande Valley 1-year marketing contract with Solve:

A motion was made by Mike Hanchett, and seconded by Matt Masia, to approve \$10,800 for the one-year contract with Solve. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

Funding approval: Operational plan development with Coraggio Group

Influence survey data

CAO Contract renewal

Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

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



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

Board Meeting Minutes

August 16, 2017

11:00 a.m.

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

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Shirley Lyon, John King, Mike Hanchett, Bram Winter

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: Laila Kollmann (excused), Lori Keller (excused), Matt Masia (excused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton

Call to Order

At 11:14 a.m.

Public Comment

Mike Hanchett reviewed the CalTrans meeting with Jordan Cunningham saying that the first priority is a temporary bypass; second is that expectations need to be confirmed; and third is financial aid.

CAO Cuming reviewed the SLO CAL co-op and the opportunity to match funds for Cambria or San Simeon.

Administrative Items

- Roll Call

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

- Consent Agenda

A motion was made by Shirley Lyon, seconded by John King, to approve the July 25 minutes; Bram Winter abstained. With no further discussion, the minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the monthly financials. Mike Hanchett noted the addition of the balance sheet.

- Administrator's Report and Partner Update

CAO Cuming reviewed Admin highlights, handed out an All Agency recap, and a SLO CAL report was presented.

- Upcoming Events

Next board meetings will be September 27 and October 25. SLO CAL Fall Symposium will be September 21.

Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

CAO Cuming reviewed the next steps with Strategic Planning noting the meeting with SLO CAL on August 21 to compare plans for strategic, marketing and media.

- **Core Marketing Team & STP**

2017-2018 Creative & Rural Road Trip Strategy: Kaci Knighton presented creative for "Our Roads are Open to Rome" and the "Bucket List" approach, confirming the paid ads in Alaska Air and Yosemite magazine. John Sorgenfrei noted that the MSC developed several creative concepts and those approved were brought to the board. Kaci reviewed the details of the LFA Rural Road Trip effort and focused one-month promos to highlight each LFA. The

campaign will start with San Simeon in September. Kaci also reviewed details around the Brand USA "Road Trippers" program and influencer co-op.

CAO Cuming reviewed the details of the Kind Traveler co-op promo with 2.3M emails and 14M social followers to be delivered in the September promotion.

2017-2018 CMT Budget: Mike Hanchett asked about SEO services and web IT management mark-up totaling \$6,800. CMT confirmed that this covers direct agency time. The board and CMT discussed the budget details and how 810 hours will be allocated throughout the year. CAO Cuming discussed the importance in funding marketing projects within the balance of costs for agency time.

Committee Reports & Recommendations: CAO Cuming summarized the marketing and finance committee reports.

Action Items

Highway1DiscoveryRoute Trademark: A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve up to \$1,250 to secure the trademark. The board briefly discussed the importance of holding the mark so that others cannot secure it. With no further discussion, the trademark funding was approved by a voice vote of the Advisory Board

Los Osos Whale Trail sign replacement: CAO Cuming confirmed that the sign was vandalized and needs to be replaced. State Parks has indicated they will contribute \$700 with total costs estimated at \$1,000.

A motion was made by Bram Winter, and seconded by Shirley Lyon, to approve up to \$200 to assist in the replacement costs for the sign and post. With no further discussion, the Whale Trail sign funding was approved by a voice vote of the Advisory Board

Local Fund and Matching Fund Applications

Cayucos Sea Glass Festival:

A motion was made by Shirley Lyon, and seconded by John King, to approve \$7,000 for the event. With no further discussion, the motion was approved by a voice vote of the advisory board.

Cayucos 1st Street Beach Access:

CAO Cuming presented details of the \$25,000 funding request. Shirley Lyon shared the viewpoint of County contributions staying within the community of Cayucos. Nikki Schmidt noted that District Community Funds must be requested in order to get funded. Mike Hanchett asked who manages the maintenance of beach access points and Shirley said she thought it to be County Parks. She also noted that the community offered to correct the access and the County would not allow. Mike asked if the County permitting costs could be reduced or waived. Nikki will inquire. John King said that he saw benefit to the public and community, and doesn't want to go too deeply into political aspects.

A motion was made by Shirley Lyon, and seconded by John King, to approve \$25,000. There was further discussion that this may set a precedence and that the beach access is a County responsibility. Nikki reminded the board that SSTA submitted for beach access renovation through the Beautification and Infrastructure Grants program. With no further discussion, the 1st Street Beach access funding was approved by a voice vote of the advisory board.

San Simeon Solterra digital marketing proposal:

CAO Cuming reviewed the details of the Solterra proposal. Bram Winter asked about the dollar amount and if there was need for an RFP and Nikki Schmidt confirmed that sole source is available as SSTA has been working with Solterra for several months.

A motion was made by Bram Winter, and seconded by Shirley Lyon, to approve \$166,000. With no further discussion, the Solterra marketing proposal funding was approved by a voice vote of the advisory board. Mike Hanchett abstained.

Future Agenda Items

Funding approval: Operational plan development with Coraggio Group
Influence survey post-survey
CAO Contract renewal
Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

The meeting was adjourned at 12:44 p.m.



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

Board Meeting Minutes

September 27, 2017

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, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Matt Masia

County Liaison: Nikki Schmidt (arrived at 12:30); CAO Cheryl Cuming

Absent: Bram Winter (excused)

Guests: John Sorgenfrei, Bill Stansfield, Michelle Wright, Marjorie Ott, Toni LeGras

Call to Order

At 12:08 p.m.

Public Comment

CAO Cuming shared 9/19 CTB minutes to ensure the CBID Advisory board is aware of Jim Bahringer's comments. CAO Cuming confirmed that minutes have been shared with the County in order to prepare a response.

Michael Hanchett provided a Highway 1 update that progress is being made and a temporary one-way access bypass road is a new proposed solution but no timeline can be confirmed because of winter weather. He said any pressure on Cal Trans to keep it a priority does help.

Laila Kollmann introduced Toni LeGras to the board.

Administrative Items

- Roll Call

Shirley Lyon, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Matt Masia. Bram Winter is absent.

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Shirley Lyon, to approve the August 16 minutes; Laila Kollmann, Lori Keller and Matt Masia abstained. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the monthly financials including budget to actual, balance sheet and local fund financials and TOT stats.

Nikki Schmidt confirmed that she is still validating the carryforward amount, and anticipates to report her findings at the October CBID Advisor Board meeting.

- **Administrator's Report and Partner Update**

CAO Cuming reviewed the report and Lori Keller reviewed the SLO CAL board progress, **including symposium, PR RFP, airport opening 11/2, JP Patel's resignation** (sold property), Airbnb agreement, and website preview. John King asked Nikki Schmidt about the open CAO position; she indicated Guy Savage is acting CAO and a firm has been hired to conduct a candidate search. No date has been set for selection.

- Upcoming Events

Next board meetings will be October 25, November 15 (3rd Wednesday) and December 13 (2nd Wednesday).

Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

Chair Laila Kollmann introduced the topic of County TOT compliance and Airbnb and explained that she will open for public comment, then close public comment to allow for

board discussion, and then re-open to public comment. Upon opening public comment Toni LeGras indicated that she would prefer to listen initially; public comment was closed.

Laila asked John King about his meeting with Supervisor Peschong. John commented that **the County's belief that it is now a "level playing field" is inaccurate and provided examples** of what other counties are doing. He suggested that the CBID go on record as not agreeing **with the County's approach. He believes Jim Erb convinced the Board of Supervisors to** accept the Airbnb agreement by promoting it as creating a 'level playing field' and that it would result in the specific VRs registering and paying TOT. Nikki Schmidt encouraged the board to invite the tax collector to a future meeting. Nikki referred to the staff report and how many agreed to collect TOT from Airbnb in all unincorporated areas. Negotiations are continuing and TOT projections are unclear, and the hope is that the future will bring more VRs into compliance. Shirley Lyon noted that Airbnb is not required to list properties and VR management companies will be unclear on which properties have been paid. She said she met with Supervisor Gibson in an effort to create a cohesive situation and he said it is as it is. John King noted that the three supervisors he met with are considering forming a subcommittee. Shirley confirmed that her VRMC speaks directly to each renter and companies like Airbnb do not. She feels that the issue is that there is no enforcement. The situation is complaint based and John suggests there needs to be larger fines. Shirley said **the playing field isn't level as there are several conditions that VRMCs must meet that** Airbnb does not. Nikki asked if control of Airbnb is a state issue. Shirley has issues with the bulk check approach of the system. Mike Hanchett noted that individual property owners are violating the ordinance; Airbnb is a digital marketplace and as a new business model the regulations have yet to catch up. He feels that zoning and health department issues are also a concern and that more needs to be done. Laila Kollmann closed board comment and re-opened public comment.

Toni LeGras **feels that the county "gave" Airbnb** too much authority at the expense of local VRMCs. She questioned if the county expected to have special one-off agreements with all platforms in the industry and thinks the county can do better. She feels the county is placing the onus on VRMCs to keep Airbnb compliant. John Sorgenfrei noted how the industry is affecting communities like Shell Beach and is concerned if VRs essentially take over neighborhoods. Laila Kollmann closed public comment.

Chair Kollmann asked the board what steps they would like to take. John King spoke to the **use of "granny units" as VRs in places like San Francisco and feels that there is a need to** get the BOS more information so they are better informed. The board asked to invite Jim Erb to the next meeting. Mike Hanchett asked about encouraging supervisors to take a more holistic approach to address overall issues. John King suggested writing a letter encouraging the formation of a committee to get a cross-section of views. Matt Masia asked Lori Keller if SLO CAL has been involved, and CAO Cuming noted that Chuck Davison has been in contact with several VR constituents and the County. Lori said she will contact Cal Travel to confirm their role. Laila Kollmann re-opened public comment.

Marjorie Ott said she likes the idea of a meeting. She feels there should be a written document to outline each issue. John King noted that language and ideas can be pulled from other communities. Toni LeGras **noted that the "roll-out" was noticed for 9/27 with a** 10/1 effective date. Nikki said that the timing is similar to formation timeframe of CBID and

TMD. Bill Stansfield commented on Host Compliance's presentation at the SLO CAL symposium and suggested they be used as a resource.

The CBID Advisory board supports CAO Cuming working with SLO CAL to confirm a meeting with VR constituents and the County. As a follow up, the CBID Advisory Board will then confirm when/if Jim Erb (or others) should be invited to a future CBID Advisory Board meeting.

- **Core Marketing Team & STP**

John Sorgenfrei spoke to the Bucket List getaway. Rural Road Trip for San Simeon so far has 2,350 emails collected and 18,000 video views. Destination guide views also increased dramatically with Ragged Point at 2,132 and San Simeon at 6,345.

John shared the Yosemite Journal ad with eleven destination members participating in the overall promo. Year over year web sessions are up 43%. CAO Cuming noted the RoadTrippers.com native content effort and that the site has 2.5M visitors per month. Laila commented that more visitors have been commenting on the Highway 1 closure and are aware that they can go north to Ragged Point. John said the effort has been to emphasize that this stretch of Highway 1 is open. Mike Hanchett commented that the low-end market is struggling with hotels dramatically cutting rates; some are seeing a 40% year-over-year decrease. Laila noted that SSTA is working on a marketing plan.

Committee Reports & Recommendations: CAO Cuming summarized the marketing reporting, including that the influencer survey results will be shared at the October meeting.

CAO Cuming also reviewed the details from the Strategic Planning meeting with SLO CAL and Matt Masia, noting the focus on how our organizations can continue to collaborate and remove duplication.

Action Items

Laila Kollmann asked about quorum as the discussion moves to action items. Shirley questioned if swearing in was required, and Nikki noted that the positions were not considered vacant so the board is fine to proceed with the Action Discussion items.

Operational Plan Development Funding: The 3 operational plan development options were reviewed, and Laila Kollmann noted that CAO Cuming prefers option 3 at \$7,150. Matt Masia commented that he felt good about moving forward.

A motion was made by Shirley Lyon, and seconded by Lori Keller, to approve up to \$7,150 for the Option 3 Plan. CAO Cuming discussed the timing with a goal of having a workshop in early November. With no further discussion, the motion was approved by a voice vote of the advisory board.

CAO Contract: Laila Kollmann discussed the current contract parameters and asked the board to consider a two-year contract with additional expense coverage for cell phone, tourism event tickets and office space.

A motion was made by Shirley Lyon, and seconded by Matt Masia, to approve the contract extension for the period 1/1/18-12/31/19. Michael Hanchett asked about COLA and Nikki Schmidt confirmed it is based upon the annual evaluation. With no further discussion, the motion was approved by a voice vote of the advisory board.

Outlook Forum: Laila noted that the program is not yet posted. Mike asked if there is a DMO-specific conference and Lori suggested DAMI conference. Lori noted that Carolyn Betteta is in SLO County often, and that SLO CAL provides a strong connect to Visit CA. Laila asked CAO Cuming to research DMO-specific conferences and Lori suggested checking with SLO CAL.

Local Fund and Matching Fund Applications

Cambria Art & Wine Festival:

Mike asked about their surplus of \$17,000 and their ability to self-fund. Lori seconded a concern for funding requests that have a surplus and are continually funded year after year. Marjorie Ott suggested asking the Chamber how the money was invested.

A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve \$7,000 for the event. With no further discussion, the motion was approved by a voice vote of the advisory board.

San Simeon Solterra Digital Marketing:

Nikki Schmidt indicated that she advocated for the sole source justification, however, County Counsel and interim-CAO Savage did not support sole source. Nikki then recommend six-month contract and an RFP will be required. Mike noted that there are upfront costs that will be needed, such as website.

A motion was made by Lori Keller, and seconded by Matt Masia, to approve \$99,600 for six months from October 2017 through March 2018. With no further discussion, the motion was approved by a voice vote of the advisory board.

San Simeon Friends of the Elephant Seal brochure distribution:

Lori Keller shared concerns that FES is not well-versed in evolved marketing strategy and questioned how they will measure success. Mike noted that they are also in Certified Folder and Lori agreed that H1DR should look closely at the brochure distribution model. It was agreed that it is an important attraction, but there is concern that the brochures may end up in the trash. Matt asked that they offer a digital version. Lori challenged FES to look at more up-to-date marketing strategies. Mike noted that SSTA would like to integrate Solterra as future funding is considered and how Solterra can better support these types of marketing efforts.

A motion was made by Matt Masia, and seconded by Shirley Lyon, to approve \$9,366 for brochure distribution. With no further discussion, the motion was approved by a voice vote of the advisory board.

Los Osos Red Barn Beautification:

Although funding under \$4,999 does not require CBID Advisory Board approval, CAO Cuming noted that \$2,648 had been approved for the Red Barn beautification.

Future Agenda Items

Influence survey data

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)

Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

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

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

Board Meeting Minutes

October 25, 2017

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, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter

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

Absent: Matt Masia (excused)

Guests: John Sorgenfrei, Kaci Knighton

Call to Order At 12:03 p.m.

Public Comment

Laila Kollmann congratulated Bram Winter on his new baby.

Mike Hanchett provided an update on Highway 1; CalTrans is working seven days a week as weather permits. They are also winterizing in an effort to prevent potential delays. October 2018 is still the tentative date for re-open with a goal of allowing one-way traffic.

Administrative Items

- Roll Call: Shirley Lyon, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter. Matt Masia is absent.

- Consent Agenda

A motion was made by Lori Keller, seconded by Mike Hanchett, to approve the September 27 minutes; Bram Winter abstained. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the budget vs. actual reports, LFA financials and CBID balance sheet. She also confirmed that Nikki Schmidt continues to work with Justin Cooley to confirm the carryforward amount.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Admin Highlights report and SLO CAL activity report including STR details.

Shirley Lyon shared feedback on the VRMC meeting with SLO CAL and CBID. In attendance were Jim Erb, Jim Hamilton, Justin Cooley, Cheryl Cuming, Shirley Lyon, Melissa Kurry, Toni Legras and Effie McDermott. Shirley felt the meeting set a good stage to work more closely with the County in the future. There is concern about a lack of oversight with those booking through Airbnb. With VRs being a \$138 billion industry it's of concern. Laila was encouraged that the conversation went well.

Lori Keller provided a SLO CAL recap including the addition of a brand/digital manager and PR agency. A fall campaign has been launched with Goodway. SLO CAL will be attending several conferences, and SAVOR on the Road will be in San Diego in November.

- Upcoming Events

Next board meetings will be November 15 and December 13.

Chair Laila Kollmann reminded everyone to complete their ethics training by the end of November.

Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

CAO Cuming reviewed the details of the SMG Influence Survey. John Sorgenfrei noted that bounce rate has been an area of focus and it's down to 58% for October. Kaci commented

that the increased bounce rate concern was noted on Google ad services.

CAO Cuming presented the question of how the CBID can grow organic traffic. She suggested a deeper content strategy and more visual assets. She also recommended a professional storyteller content strategy. John Sorgenfrei suggested growing the voice with specific demographics. Lori Keller proposed looking at other like-attributes, such as romantic road trips. Bram Winter asked if the focus should be on having the best content versus the most. Oyster.com was discussed as a review site.

John Sorgenfrei noted that the goal from the MSC was to strengthen destination pages so that the LFAs don't need individual websites. He likes the idea of getting an influencer program through the PR effort. Lori Keller suggested submitting definitions to Wikipedia for National Scenic Byway, National Marine Sanctuary and All-American Road.

- **Core Marketing Team & STP**

The CMT presented its quarterly report. Kaci Knighton reviewed details including the bucket list campaign with has generated 25,000 email entries and 204,000 social media impressions. John Sorgenfrei noted that they will be reassessing the Excelerate buy to deliver promised impressions. The Rural Road Trip campaign was reviewed, and Lori Keller asked how many site visitors went to lodging page (conversions). Mike Hanchett noted that SLO CAL's \$4,000 Highway 1 co-op resulted in only 3 lodging views so he wants to better understand the spend to value. Kaci said that campaign has generated 140,000 social media impressions with 2,700 engagements.

The September PR effort netted 663M media impressions. Website visits are up 37.5% year-over-year. Social media engagements have increased 261% year-over-year with an increase of 20,000 Facebook fans and a doubling of Instagram followers.

CAO Cuming shared the 36 activities for the annual Coastal Discovery & Stewardship Celebration. She confirmed that the Hearst Castle theater has agreed to show the DisneyNature movie *Oceans*. CAO Cuming also shared that the Kind Traveler campaign has generated 26,555 new email subscribers.

Committee Reports & Recommendations:

CAO Cuming summarized the marketing committee report.

Strategic Plan: There is an operational plan workshop with the Coraggio Group scheduled for November 1 from 10a-3p. Laila Kollmann, Lori Keller, Matt Masia, Gary Setting, and Cheryl Cuming will be in attendance, along with Matthew and Craig from Coraggio Group. The draft Operational tactical chart will be provided at the November board meeting.

Action Items

Local Fund and Matching Fund Applications

CTB: Bram Winter provided a recap from the CTB meeting and how the Beautify Cambria application was brought back from September to October. In September the CTB board voted not to support the Main Street maintenance funding. Laila Kollmann commented that the LFA Beautification & Infrastructure application notes that it should be "submitted to LFA board a minimum of 60 days prior to the project launch date", which was not met, as this application was actually submitted post-project. Laila also noted that the CBID's current application states that "LFA funding **will not be used to maintain the project** or to pay for insurance, salaries, or equipment to maintain the project." Chair Kollmann exercised her right to bring this application to the full board for approval.

A motion was made by John King, and seconded by Mike Hanchett, to deny funding based on the details discussed - the request does not meet the requirements outlined in the Tourism Infrastructure/Beautification application in both application deadline and use of funds. John King suggested that we have County Counsel reiterate that the CBID is in a position to deny funding, and CAO Cuming confirmed that a written response is being provided based on Jim Bahringer's comments at the 9/19 Cambria Tourism Board meeting. With no further discussion, this funding was denied by a majority voice vote of the Advisory Board.

Future Agenda Items

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)
Continuing discussion on local fund operations/duplication of effort

Closing Comments

John King said that airline personnel have been encouraged to visit on their days off through a special lodging package. Lori Keller noted that there is a company that bundles packages for airline personnel and recalls that the rate is a 75% discount.

Adjournment

The meeting was adjourned at 1:50 p.m.

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

Board Meeting Minutes

November 15, 2017

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

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: none

Guests: John Sorgenfrei, Kaci Knighton, Bill Stansfield

Call to Order

At 12:03 p.m.

Public Comment

None

Administrative Items

- Roll Call

Shirley Lyon, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter and Matt

Masia are present.

- Consent Agenda

A motion was made by John King, seconded by Mike Hanchett, to approve the October 25 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the financials including a contingency amount of \$109,403. A discussion of investing the contingency, and Lori Keller responded that SLO CAL has FDIC max of \$25,000; CAO Cuming noted that the money resides at the County.

- Administrator's Report and Partner Update

CAO Cuming reviewed Admin highlights, including that Certified Folder will distribute 300,000 Highway 1 brochures in partnership with VisitCA. Lori Keller provided a SLO CAL update.

Mike Hanchett provided an update on Highway 1 including that recent waves have created issues with erosion and slowed work. Laila Kollmann noted that she attended the CTB meeting and that Beautify Cambria again requested funding for median maintenance. Bram Winter commented that deadline issues on the application are still a concern. It needs to be defined what is "visitor serving". Bram noted that the CBID Advisory Board would not decline an application solely because it doesn't meet the 120-day or 60-day submission timelines.

- Upcoming Events

Next board meetings will be December 13, 2017 and January 24, 2018.
Chair Laila Kollmann reminded everyone to complete their ethics training by the end of November.

Presentations

None

Discussion Items

- **Core Marketing Team & STP**

John Sorgenfrei noted that TripAdvisor voted Avila Beach and Cambria in top 20 beaches.

Kaci Knighton shared Coastal Discovery & Stewardship Celebration flyer and video, including details of the CDSC promo plan. CAO Cuming reviewed support from LFAs around

bucket list Rural Road Trip promo with Cambria RRT generating over 19 million PR impressions and almost 5,000 new email subscribers. Cayucos RRT will conclude on 11/30.

VisitWidget map app details shared using geo-fencing technology and push notifications, as well as email segmentation. The MSC will review in detail and, if supported, this platform will be placed on December CBID agenda for funding consideration.

Kaci also touched on the email segmentation project and provided highlights from the dashboard, including a high of 108,000 video views in October for bucket list RRT video.

John Sorgenfrei noted that they are looping back with the SMG research and will provide recommendations on how to move forward.

- **Strategy/Topic Discussion**

Board position on cannabis legislation: John King said that he's not sure if SLO CAL will take a position that would contradict the state. Lori noted that SLO CAL would possibly take an educational stance. John is unsure why the Board of Supervisors feels rushed to make a decision and Nikki Schmidt noted that as the state moves toward 1/2018 legalization that the Board really needs to look at land-use issues. It was questioned how Kern County was able to turn down completely. John King feels that dispensaries shouldn't be encouraged and wants to see the Board of Supervisors move more cautiously on this issue. Nikki noted that the CBID can comment in terms of how cannabis legalization impacts lodging but the dispensaries are a land-use issue. John said that one supervisor openly states that cannabis approval would help tourism. Shirley Lyon said that the board should provide guidance on how it can help lodging better understand how to address. Matt Masia said that property owners can decide since it is private property. Laila suggested waiting to see what position Visit CA, Board of Supervisors and SLO CAL take on the matter. The next BOS meeting is November 27; Nikki noted that the board would need to detail in a letter how it impacts lodging and she will get more details about dispensaries. John King stated that he had already submitted a letter personally. Bram asked if John thought it would hurt the industry and John said he feels it won't help. Nikki noted that the November 27 meeting will address prohibiting store-front dispensaries.

Nikki said that John Peschong went to the Boulder County with the SLO Chamber and they did see increased incidents. Shirley said that the absence of structure is the biggest concern. John said that he called hotels in the county and that none of those he spoke with endorsed the legalization. Laila asked the board if they would support writing a letter to the BOS and there was not support to pursue. The discussion will continue next month.

John King congratulated Wade Horton on his appointment. Nikki noted that Wade Horton started November 15 as new CAO of the county and laid out his vision, which the BOS supported in a vote of 5-0.

Committee Reports & Recommendations:

CAO Cuming summarized the marketing committee report.

Strategic Plan: CAO Cuming reviewed the operational plan Gantt chart showing initiatives, tactical executions and timing. Matt Masia noted that the board wants to be a voice for the ten communities and have SLO CAL connect directly with the LFAs. Shirley Lyon noted a need to restructure the bylaws. Overall the board supports moving forward with the operational plan as presented.

Action Items

Vingage Consulting Proposal: CAO Cuming addressed the overall importance of objective analysis of current results. Mike Hanchett shared that the governance meeting aligned with focus on finding ways to continue improving. Matt Masia asked if this would help improve the RFP process. Laila Kollmann said that it feels like a minimal investment to find out what the board doesn't know.

A motion was made by Matt Masia, and seconded by Shirley Lyon, to engage with Vingage Consulting for an amount not to exceed \$10,000. Bram asked if marketing recommendations would be useable. The goal of the analysis will be to validate what is trying to be accomplished and emphasize areas where the CBID needs to improve. Mike Hanchett noted that the outcome will be analytics driven with actionable outcomes. Lori Keller said that lodging websites can see all the way to revenue, and Vingage will provide a barometer to allow us to get there as well. With no further discussion, the motion was approved by a voice vote of the advisory board.

Local Fund and Matching Fund Applications

Los Osos marketing plan: Nikki Schmidt wants to confirm the overall selection of marketing firm in Los Osos, including who presented and who was contacted. CAO Cuming will provide these details.

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve the Solve contract totaling \$16,150. With no further discussion, the motion was approved by a voice vote of the advisory board.

Future Agenda Items

SLO CAL's position on cannabis

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)

- Continuing discussion on local fund operations/duplication of effort

VisitWidget map functionality funding

Closing Comments

None

Adjournment

The meeting was adjourned at 2:13 p.m.



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

Board Meeting Minutes

December 13, 2017

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

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: John King (excused)

Guests: Jen Porter (PasoWine), Brad Rubin (Vingage)

Call to Order

At 12:02 p.m.

Public Comment

Nikki Schmidt noted that the Board of Supervisors will meet twice a month starting in 2018.

Mike Hanchett provided an update on Highway 1 that rock is being brought in from Porterville to prepare a road over the slide and moving dirt north. Progress will be dependent on weather; currently working at a pace of 25 feet per day.

Administrative Items

- Roll Call

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

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Mike Hanchett, to approve the November 15, 2017 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the financials including that \$440,539 was collected in BID assessments during July through October, a decrease of \$20,000 year over year. Carryforward amount is still under review.

- Administrator's Report and Partner Update

CAO Cuming reviewed admin highlights. Shirley asked if the free movie details could be shared with local schools. CAO Cuming provided an update on the cannabis ordinance, confirming that it will go into effect on December 27, 2018.

- Upcoming Events

Next board meetings will be January 24, 2018 and February 28, 2018.

Presentations

- **BlendFest**

Jen Porter, Paso Robles Wine Country Alliance, presented details on the February 2018 BlendFest event, noting that in 2019 the venue will be confirmed at Hearst Warehouse if the minor-use permit is secured. She provided a brief recap of prior events and summarized the schedule for February 9-11, 2018. Thirty wineries will participate, and the advertising focus will be Southern and Northern California to attract 70% of attendees from out of county. Jen confirmed that guests will be asked where they stayed and how many nights. The organization projects 381,000 impressions with public relations, email and social media. CAO Cuming shared John King's comments to encourage additional investment in out-of-area marketing. Brad Rubin asked if there will be a native campaign as people purchase tickets to potentially increase stay duration. Lori Keller asked if the funding request is the same as last year and Jen confirmed that it is.

Discussion Items

• Marketing Audit

CAO Cuming introduced Brad Rubin. Chair Laila Kollmann asked the board to consider the strategic direction of the CBID as they listen to details of the audit. The audit was conducted to inform a strategic marketing plan which will be the framework for a future RFP. Brad reviewed five areas: website data audit; website design; SEO; content marketing; and digital marketing including AdWords, social and email. Brad presented his assessment including a SWOT for each area.

Following the audit presentation, the board discussed impacts on current spending with the Core Marketing Team:

- Cease SEO
- Cease lead generation and dynamic advertising
- Continue CDSC promotion
- Continue RRT promos
- Bare minimum on website maintenance
- Confirm cloud hosting
- Address site load speed

CAO Cuming will confirm with the CMT that the CBID Board has an expectation that hours will reduce based on the above directives.

Committee Reports & Recommendations:

Marketing Committee: CAO Cuming summarized the committee report. The board discussed the Visit Widget. Matt Masia asked about the current investment with the CMT and contract details. CAO Cuming confirmed that the October invoice reflected a \$1,083 per day investment in CMT hours.

Strategic Plan: CAO Cuming reviewed the strategic marketing plan scope with Coraggio Group. Matt Masia said that he supports the investment and Mike Hanchett noted that it's being spent monthly now, and a more strategic direction would be most prudent. Lori Keller added that the Coraggio strategic work with the CBID has allowed the board to focus on its future. CAO Cuming reviewed the 2018 steps and timing for January through June 2018 including audit next steps, strategic marketing planning process and RFP development. Nikki Schmidt will discuss with the county purchasing department and confirm the new spending parameters that would require an RFP.

The board discussed, at length, where the CBID resides in the funnel and where it fits in relation to the LFAs. Shirley Lyon asked if a marketing plan was needed if they no longer continue marketing the H1DR as a regional marketing organization. Mike Hanchett feels we need to better rationalize our efforts and determine where the CBID fits. Lori Keller noted that there is an option to focus CBID efforts on the local fund areas. Bram asked if the scope should change to focus on where they are in the funnel. Mike reiterated the need to determine how the CBID will exist. Lori noted that a strategy to connect further with SLO CAL could be a viable alternative.

Action Items

Strategic Marketing Plan: A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve \$39,000 for the Coraggio Group strategic marketing plan with the caveat that the scope include an environmental audit, a brand architecture review and a determination on where the CBID fits within the decision funnel in relation to other DMOs. With no further discussion, these Coraggio scope was approved by a voice vote of the Advisory Board.

Visit Widget: A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to table until the board has the results of the strategic marketing plan.

Local Fund and Matching Fund Applications

BlendFest: Lori Keller asked how the board can better assess ongoing event support. Mike Hanchett confirmed an interest to build a relationship between the Paso Robles wine experience and coastal stays. There has been past discussion that the CBID Advisory Board should look to diminish funding support as an event gets off the ground. Laila Kollmann noted that the Sea Glass Festival looks to LFA funding to support its out-of-area marketing efforts.

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve an amount up to \$7,500 for San Simeon. With no further discussion, the funding was approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve up to \$7,500 for Cambria. With no further discussion, the funding was approved by a voice vote of the Advisory Board.

A motion was made by Lori Keller, and seconded by Bram Winter, to approve \$5,000 from the CBID event focus funds. With no further discussion, the funding was approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

Future Agenda Items

Funding decision appeal process

SLO CAL's position on cannabis

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)

- Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

The meeting was adjourned at 3:37 p.m.