

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

Board Meeting Minutes  
January 22, 2020, 12:00 p.m.

County Building ~ Community Room  
San Luis Obispo, CA 93401

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Bram Winter, Laila Kollmann

County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: John King, Mike Hanchett (excused)

Guests: Kaori Peters (Erioca), Lori Keller and Lori Ritchey (BID Bunch)

**Call to Order**

At 12:11 p.m.

**Public Comment**

Kaori Peters introduced herself and the Eroica event to the board.

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann and Bram Winter are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the December 4 minutes with no changes. With no further discussion, these

minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming reviewed the reconciliation statement and noted \$234,229 in contingency.

### **Administrator's Report & Partner Updates**

CAO Cuming read a thank you note to the board from Jaime Lewis.

**Upcoming Events:** Next board meetings are February 26 and March 25, 2020. SLO CAL North Coast retreat is February 7. Laila, Matt and Gary are planning to attend. Nikki's retirement event at the County is 1/30.

### **Discussion Items**

#### **Strategy & Topic Discussion**

- **Mid-Year Recap:** CAO Cuming introduced team Lori (Lori Keller and Lori Ritchey) and noted the mid-year and roll-up reports were included in the board packet. Lori Keller talked about her role, connection with media partners, and noted how integrated the current content calendar has become. The mid-year recap report was reviewed, including LFA imperatives; support for LFAs and reduction of the duplication of efforts; refining and leveraging the database; hiking guide for lead gen is being developed by LA Times. Laila asked about ADA, dog friendly and older audiences, and Shirley mentioned the availability of beach wheel chair in Cayucos.

Objectives include aligning web strategy, social strategies, and increased consideration of Highway 1. CAO Cuming noted SLO CAL's role and the details of the Google My Destination program. Current partnerships being pursued include TripAdvisor, San Diego FAM and destination page referrals. The ongoing effort to develop effective content includes 39 new authority pages and evolution to Stewardship Travel for Good. Earned media/PR has achieved 150 articles. Paid media has been leveraged to achieve 0.86% CTR with CPC of \$0.21 overall; 156,500 clicks with 60% of new web traffic is from paid media. Paid social, native and SEM are most successful components. Audiences continue to be refined. Bram cautioned about paid search mistakes - he noted people may click even without needing to buy the keywords.

- **Expanded TripAdvisor Media Buy:** TripAdvisor has shown a high CTR to lodging pages at 44%. Lori Keller noted the average is \$90/arrival which is high and will improve as the focus is fine-tuned. To date there have been 2.5M impressions with 378 arrivals at an average distance of 350 miles. The CTR is 0.3% against the industry benchmark of 0.1%. Matt noted that if more people are getting to lodging profiles to "move them" through the trip decision. Lori Keller reviewed details about TripAdvisor Connect with the recommendation to add to our buy and suggests continuing with what is working. Bram noted that TripAdvisor is a superior product and has modified offerings to be current. Gary asked about the LA Times connection and Lori Keller shared the process of how they're working with Kaci to create sponsored ads from trending posts.

## **Committee Reports & Recommendations**

- **Marketing & STP:** CAO Cuming shared Travelyst trend showing support of the evolved Stewardship Travel for Good brand, and also share the new STP video.

## **Action Items**

- **Expanded TripAdvisor Media Buy:** Bram asked about the available budget. Matt noted the \$234,000 in contingency. A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$50,000 from the contingency fund for expanded TripAdvisor buy. With no further discussion the motion was approved by a voice vote of the Advisory Board.

## **Local Fund Board Applications**

- **ABTA/Dean Hutton:** A motion was made by Bram Winter and seconded by Shirley Lyon to approve the application of Dean Hutton and accept the resignation of Charles Crellin for the Avila Beach Tourism Alliance. With no further discussion the motion was approved by a voice vote of the Advisory Board.
- **VLOB/Tim Carstairs:** Nikki noted that it needs to be District 2, not District 4. A motion was made by Bram Winter and seconded by Gary Setting to approve the application of Tim Carstairs with the revised district. With no further discussion the motion was approved by a voice vote of the Advisory Board. (Note: at a later date it was confirmed that Tim could no longer pursue his application to become part of the Visit LO/Baywood LFA board.)

## **Local Fund and Matching Fund Applications**

- **San Simeon Friends of the Elephant Seals:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve \$9,749 for website enhancements and collateral development. With no further discussion the motion was approved by a voice vote of the Advisory Board.
- **Edna/AG Valley Admin Support:** A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$9,000 for 2 years for Landy Fike to continue to contract as the LFA admin for EV AGV. With no further discussion the motion was approved by a voice vote of the Advisory Board.
- **Cayucos Eroica Rest Stop:** Kaori provided details and reviewed all the areas that host Eroica. She also shared the community connection and the possibility of folks who return to visit in the future. A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$15,000 for the Eroica rest stop in Cayucos. With no further discussion the motion was approved by a voice vote of the Advisory Board.



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

Board Meeting Minutes  
February 26, 2020, 12:00 p.m.

Apple Farm ~ Harvest Room  
San Luis Obispo, CA 93401

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Bram Winter, Laila Kollmann, Mike Hanchett

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King (unexcused)

Guests: Lisa Verbeck, SLOCAL

**Call to Order**

At 12:06 p.m.

**Public Comment**

CAO Cuming introduced Tessa Cornejo and Lisa Verbeck to the board.

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, Mike Hanchett and Bram Winter are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Bram Winter to approve the January 22 minutes with no changes. With no further discussion, these

minutes were approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

**Financials:** CAO Cuming reviewed the reconciliation statement.

### **Administrator's Report & Partner Updates**

CAO Cuming reviewed airport stats showing a 12% increase in total enplanement for the 7 destinations. She also reviewed the CBID renewal sequence of events:

<b>Action</b>	<b>Date</b>
Resolution of Intention and Ordering Notice of Public Hearing to be mailed	April 20, 2020
Mail Notice of Public Meeting	April 21-27, 2020
Public Meeting	May 19, 2020
Tourism Assessment Collection Continues	July 1, 2020

SLOCAL investor/stakeholder/partner engagement session - Lisa shared details on the process for community involvement with the SLOCAL strategic planning process.

**Upcoming Events:** Next board meetings are March 25 and April 22, 2020. Ethics training and Form 700 are due April 1.

### **Discussion Items**

#### **Strategy & Topic Discussion**

- **20 | 21 Strategic Planning Process:**

- February 2020**

- All Agency survey conducted

- Confirm planning process and budget with Lori Keller

- All Agency meeting and input on LFA imperatives (2/11)

- Review process plan with CBID Advisory Board and obtain approval to proceed (2/26)

- March 2020**

- Strategic direction 2020 | 2021: CBID Advisory Board & select BID Bunch members (3/25)

- Ann: Paid media retargeting, micro-segmentation and SEM expansion

- Lori: Marketing strategy, SLO CAL partnership and LFA imperatives including paid co-op

- Brad: SEO and email automation

- Katie: Stewardship Travel for Good

- Hilary: PR and FAM partnership strategy

- Media Day with key media partners: Ann Balboa and Lori Keller (3/26)

- Survey LFA Board chairs: Gather input that will inform meeting in April

- April 2020**

- Strategic direction 2020 | 2021: CBID Advisory Board & LFA Board chairs (4/22)

- Draft Plan and budget overview: CBID Advisory Board and Lori Keller (4/22)

- Note: SLO CAL stakeholder input session is at 4:30pm on 4/22 in SLO

- May 2020**

- Final plan approval: CBID Advisory Board (5/27)

- Fiscal year scopes and budget approval for BID Bunch and other CBID contractors

- June 2020**

- Agendize BOS Approval of BID Bunch and other CBID contracts

CAO Cuming reviewed each step above and confirmed the CBID Advisory Board support to invite select BID Bunch members in March and LFA chairs in April. CAO Cuming will work with Lori Keller to coordinate activities and schedule meetings.

## **Committee Reports & Recommendations**

- **Marketing & STP**

- **All Agency survey and LFA imperative outcomes**

These existing programs were identified with a high level of interest to continue:

**CrowdRiff:** renew and let's continue to use this great tool

**SEM:** extremely valuable and most popular LFA imperative program

**Photo/video assets:** need more iconic shots and consider digital Visitor Guide/informational video for each LFA

**Stewardship program:** Continue to support the especially with the evolution to Travel for Good

As we evolve the new fiscal year marketing strategy the All Agency folks provided clear direction on their interest within the 20|21 LFA imperatives:

**Expanded SEM**

**Retargeting**

**Email automation**

**Arrivalist data**

**Enhanced LFA content**

**Paid Media co-op:** 5 LFAs interested in a tiered approach and will support advocating to include within their LFA marketing budgets

Other areas we also discussed include:

**Destination content:** how can this become more of a referral source to LFA websites

**Google My Business|Google My Destination:** LFA admins will continue to upload missing info for lodging properties and tourism-related businesses, while H1DR will upload photos and video assets to each destination

**Lodging property photos:** 100 of the 500 shot so far with the goal of completing by June 2020

**Evergreen content for lodging:** consider category content like Weddings in Wine Country

**Tourism Oriented Directional signage:** LFAs are encouraged to pursue as an infrastructure project

=

- **January Roll-Up Report:** CAO Cuming noted the report highlights and shared the Travel + Leisure landing page and the BrandUSA VisittheURS website coverage of H1DR.

## **Action Items**

### **Local Fund Board Applications**

- **CTB/Greg Pacheco, George Marschall, Jim Bahringer, Amber Martin:** A motion was made by Bram Winter and seconded by Shirley Lyon to approve the renewed terms for Pacheco, Marschall, Bahringer and Martin. With no further discussion the motion was approved by a voice vote of the Advisory Board.
- **CTB/Karen Cartwright:** A motion was made by Bram Winter and seconded by Mike Hanchett to accept the resignation of Karen Cartwright. With no further discussion the motion was approved by a voice vote of the Advisory Board.

### **Local Fund and Matching Fund Applications**

- **Cambria & San Simeon Scarecrow Festival:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$15,000 less \$5,000 in matching funds (Cambria will pay \$10,000 and CBID will match at \$5,000) for Cambria and \$4,500 for San Simeon. With no further discussion the motion was approved by a majority voice vote of the Advisory Board. Matt Masia opposed based on the matching funds request.
- **Cambria Lawn Bowling Tournament:** Bram said he's not sure the event will drive heads-in-beds and noted the completed application showing it will bring 75 room nights. Matt supports that they are looking to bring new people and new events, though he's not supportive of matching funds. Shirley agrees that it is creative and should be given a chance to see what happens. Laila asked about matching funds criteria being met; it is a new event that will attract out-of-area visitors. It was noted that it is an international sport so may have a draw there. Mike asked about the potential for growth given the facilities limitation. Matt suggested it is good exposure for the community and marketing of the area.

A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$4,999 with \$2,500 from Cambria and \$2,499 in CBID matching funds. With no further discussion the motion was approved by a majority voice vote of the Advisory Board. Matt Masia opposed based on the matching funds request.

- **San Simeon Visitor Center/Admin:** A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$43,650. With no further discussion the motion was approved by a voice vote of the Advisory Board.



### **Future Agenda Items**

- 20 | 21 Budget and Strategic Marketing Plan & budget development (March/April)
- New fiscal year contract renewals (May)

### **Closing Comments**

Laila asked about Google photography services and had anyone used. Bram said that he had some time ago and suggested using a certified person.

Tessa noted that the annual CAO evaluation will be coming soon.

Shirley is resigning her position as of the March CBID Advisory board meeting and has appreciated being involved. She noted how far the board has come and deeply thanked everyone.

### **Adjournment**

The meeting was adjourned at 1:10pm

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

Board Meeting Minutes  
April 22, 2020, 12:00 p.m.

Virtual meeting through Hangouts

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Laila Kollmann, Mike Hanchett

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Bram Winter, John King (excused)

Guests: Lori Keller

**Call to Order**

At 12:04 p.m.

**Public Comment** - None

**Presentations** - None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve the February minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming noted that the March financials have a total carryforward of

\$540,690 and a contingency of \$165,880. Cuming also referred to the LFA financials.

### **Administrator's Report & Partner Updates**

CAO Cuming reviewed the BlendFest event recap and Shirley added that she was glad to see the 55+ audience was strong with a HHI of over \$100K.

#### **Ticket Sales**

- 636 total tickets sold
  - 411 Sunset Grand Tasting (500)
- § 363 in 2019; 333 in 2017; 421 in 2016; 275 in 2015
  - 114 Winemaker Dinner (sold out)
  - 48 Blending Seminar (sold out)
  - 63 Coastal Excursions (sold out)

#### **Grand Tasting Attendee Profile**

Income: 61% Household income over \$100K

Age: 21-24 1% 25-34 8% 35-44 14% 45-54 18% 55-64 41% 65+ 18%

Rooms Booked: At least 146 rooms nights booked in Cambria and San Simeon (not including SLO Co. residents staying at home).

Demographics were 92% California residents with 69% from outside San Luis Obispo County (67% in 2018).

Cuming noted that the Year End Report is being completed for the May 1 deadline. Tessa shared process to prepare for renewal and confirmed the public meeting is still scheduled for May 19.

#### **Action      Date**

Public Meeting	May 19, 2020
Tourism Assessment Collection Continues	July 1, 2020

**Upcoming Events:** Next board meetings are May 27, 2020. Cuming also noted that the ethics training deadline was April 1.

#### **Discussion Items**

##### **Strategy & Topic Discussion**

- **COVID-19 Impact Report & 2019 | 2020 Budget Reforecast:**

CAO Cuming reviewed the steps taken starting on March 16 to pause media and conserve budget as SIP restrictions were set in motion. Social continued to be used to engage those looking for travel inspiration. SEM was expanded to \$12,000 through April to ensure we were capturing audience searching specific key words.

Cuming read the philosophical approach statement to the board to determine if they support this direction:

Let us not sit back on our heels but instead push forward and stay on our toes. Keep all aspects of our team working at full capacity so we are well positioned for recovery. We admit that this is not the path of other DMOs, so optics need to be considered. That said, the CAO and 15-member BID Bunch team is ready to do whatever is necessary to ensure the future health of our organization. The CBID Advisory Board has thoughtfully planned throughout the last 10 years and are in a position of strength. Let us invest a portion of the carryforward and contingency monies to demonstrate our tourism leadership as we implement an aggressive, strategic marketing recovery plan – The Phoenix - to support our local fund areas and deliver much needed visitors to our constituents. We can do this!!

The 2019 | 2020 budget notes and budget reforecast were reviewed.

**Collections, Carryforward, Contingency**

- Actuals through March 2020
- April/May/June assessment collections projected at 95% down (\$203,690) revenue shortfall
  - If \$0 is collected during these 3 months, revenue shortfall will be (\$216,444)
- Current unspent carryforward \$540,690
- Current unspent contingency \$165,880

**Projected Expenses**

- Expenses are focused in 2 main categories – Contractors/BID Bunch and Paid Media
- Paid media has been paused except for SEM – total 'saved' is \$132,605
- Overall projected expense savings totals \$239,660 (including media)
- Forecasted budget anticipated CAO and BID Bunch continuing to work at full capacity in April and May to prep for Recovery Plan
- Anticipate possible Recovery Plan implementation in late May or early June (TBD)
- Difference of revenue shortfall to saved expenses provide an anticipated net positive \$35,969

**Contractors: CAO and BID Bunch**

- CAO and Bid Bunch are at the ready to do what is necessary

Cuming noted that the CAO and 15-member BID Bunch team continued to work at full capacity to ensure that the CBID would be well prepared to implement a robust recovery plan. Laila noted the budget notes were helpful and she supported the direction. Shirley agrees that we should retain the entire carryforward into the new fiscal year.

**• Recovery Plan & 2020 | 2021 draft Budget – The Phoenix:**

Lori Keller and CAO Cuming presented The Phoenix Recovery Plan that will be launched as soon as restrictions are lifted. This plan encompasses approximately 14 months through the 20 | 21 fiscal year ending June 2021. (Note: The complete recovery plan document is available on the members site.)

CAO Cuming reviewed the Recovery Plan budget notes.

**Insights:**

- All CA DMOs will be competing for the same customer – Retargeting is key
- How do we measure success – identify and carefully tract 3-4 key metrics
- SLO County anticipated to recover more quickly since it offers what folks will seek post-COVID
- May not be back to 2019 figures until late 2021 or early 2022

### **Collections, Carryforward, Contingency**

- Assessment Collection Scenario A
  - o Income \$765,114: down 80% in July; step up 10% per month to 2019 figures by Feb 2021
  - o Invest full contingency and unspent from prior year \$201,850
  - o Invest ½ of carryforward amount from prior year  $\$540,690/2 = \$270,345$
  - o Total income = \$1,237,308
  - o Total expenses = \$1,237,522
  - o Anticipated contingency = \$270,131
- Assessment Collection Scenario B
  - o Income \$529,564: down 100% in July; step up 10%/month to 2019 figures by May 2021
  - o Invest full contingency and unspent from prior year \$201,850
  - o Invest full carryforward amount from prior year \$540,690
  - o Total income = \$1,272,103
  - o Total expenses = \$1,237,522
  - o Anticipated contingency = \$34,581

### **Projected Expenses**

- Expenses are focused in 2 main categories – Contractors/BID Bunch and Paid Media
- Paid media to equal prior year commitment at \$460,000
- Engage CAO and BID Bunch working at full capacity
- Reinvest Certified Folder monies towards LFA Imperative programs and SLO CAL co-op
- Renew annual CrowdRiff contract
- Plan CDC promotion in Jan/Feb 2021
- Contingency monies to fund Event Matching fund program

Laila confirmed if the \$65,000 noted for Certified Folder could be placed in contingency is the board agrees not to pursue this contract after June 2020, and Cuming confirmed that this can be done.

### **Committee Reports & Recommendations**

- **Marketing Roll-Up Report:** CAO Cuming noted the report highlights.

### **Action Items**

#### **2019 | 2020 Budget Reforecast:**

CAO Cuming reviewed the recommendations to support the details shared during this discussion topic:

- Retain full carryforward and contingency totaling \$706,570 to bring into new fiscal year to fund Recovery Plan and 20|21 efforts (ending June 2021)
- Include in contingency the net positive amount anticipated at June 30, 2020 of \$35,969
- Total 2020 | 2021 Carryforward anticipated as of July 1, 2020 totals \$742,539

A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the budget reforecast as presented, anticipating approximately \$742,539 in carryforward coming into the new fiscal year. With no further discussion the motion was approved by a voice vote of the Advisory Board. All those in favor: Matt, Mike, Laila, Shirley, Gary. Motion

carries.

### **Recovery Plan & 2020 | 2021 draft Budget**

CAO Cuming is seeking input from the CBID Advisory Board to support the direction outlined in the Recovery Plan and draft budget knowing that there is still a high level of uncertainty based on what will occur over the next 30-45 days. Cuming noted the plan is fluid and we will adjust as needed. Laila and Shirley both noted their support of the initial direction. Matt discussed Cambria's concern around the percentage of admin expenses within their budget reforecast – around 20% of the overall budget. The current CTB chair is seeking the CBID's guidance. Laila noted they may need to revamp the budget based on future collections and Cuming confirmed that all LFAs has done a conservative revenue projection and a decreased expense scenario. Shirley asked for Mike's input – Mike noted the downside of them investing a large percentage of their carryforward in prior years, however, that past investment may benefit them going forward – this is an unknown. If the CBID looks to implement a change in the current policy, then it must be implemented across all LFAs. The board asked themselves if their role is to be the 'financial back-stop' for the LFAs. Matt noted that based on the Cambria budget projections are appear stable and with -90% revenue projection, they should end this current fiscal year above their current reprojection. Mike said it is early in the budget process and so much is fluid and unknown – we are all struggling with tough choices. Laila agrees that the onus is on each LFA board to manage their funds and the CBID can look to support them through increased LFA imperatives and leadership throughout the recovery.

A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve the Recovery Plan as presented, including the 20|21 draft budget forecast scenarios based on the budget notes dated 4/22/2020 (noted under discussion items). With no further discussion the motion was approved by a voice vote of the Advisory Board. All those in favor: Matt, Mike, Laila, Shirley, Gary. Motion carries.

### **CBID Board Renewals**

The CBID Advisory Board terms for Laila, Mike and John are up for renewal.

A motion was made by Laila Kollmann and seconded by Gary Setting to approve the 3 CBID Advisory Board term renewals for Laila, Mike and John. With no further discussion the motion was approved by a majority voice vote of the Advisory Board. All in favor. Motion carries.

### **Local Fund Board Applications**

Ken Kelly submitted his interest to continue to serve on the Avila Beach Tourism Alliance for another term.

A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve Ken Kelly's ABTA board renewal. With no further discussion the motion was approved by a majority voice vote of the Advisory Board. All in favor. Motion carries.

## **Local Fund and Matching Fund Applications**

Scarecrow Festival sponsorship funding: CAO Cuming confirmed that although both the CTB and SSTA LFA boards approved funding, as well as \$5,000 in CBID Matching Funds. The funds are being held until it is confirmed that this event will continue to take place in October 2020. The funding has been requested to be released by June 1 so next steps will be confirmed as event policies are announced at the state level.

Eroica funding: CAO Cuming did confirm that Eroica has been rescheduled for late September. The \$60,000 in funding was provided by Cayucos, Cambria, San Simeon and the CBID. The funding has been released prior to COVID-19 and the event promote confirmed that monies have been fully invested in event promotions and infrastructure. Any required next steps will be confirmed as event policies are announced at the state level.

Cambria Lawn Bowling: This event has been canceled thus funded were not released.

Avila Beach Harvest Celebration: CAO Cuming noted that the SLO Coast Wine Collective did present a funding request to the AB Tourism Alliance totaling \$16,000 for the November event. The ABTA decided to push the funding approval to May so they could have further information about the possible future large-scale event policies.

## **Future Agenda Items**

- Strategic discussion with LFA chairs and CBID Advisory Board (May)
- New fiscal year contract renewals (June)

## **Closing Comments**

Laila loved the new photo and video assets.

Gary noted the shift in the popularity of golf as people embrace social distancing activities.

## **Adjournment**

The meeting was adjourned at 1:55pm



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

Board Meeting Minutes  
May 27, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Matt Masia, Gary Setting, Bram Winter, Laila Kollmann, Mike Hanchett, Shirley Lyon,

Staff: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King (unexcused)

Guests: Lori Keller

**Call to Order** At 12:04 p.m.

**Public Comment** None

**Presentations** None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, Mike Hanchett and Bram Winter are present.

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve the April 22 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Bram Winter abstained.



**Financials:** CAO Cuming reviewed the reconciliation statement and budget notes for reforecast.

- April Actuals: included finishing April at +\$38,378; May and June projections at 95% down resulting in \$164,951 shortfall; current unspent contingency of \$165,880 (will be \$160,880 once Scarecrow matching funds are processed); overall projected expense savings totaling \$239,866; prep for Recovery Plan possibly extending into June. The difference of revenue shortfall to saved expenses provide an anticipated net positive \$65,831 up from the \$29,863 in April 2020. There is also an option to cancel monthly office space rental of \$325 and quarterly parking permit of \$180. Recommended to retain full carryforward and contingency totaling \$701,750. Included in the contingency is the net positive amount anticipated at June 30 of \$65,831 resulting in carryforward anticipated for July 1 at \$772,402. Laila asked about the office space noted at \$325 per month and \$80 parking; she thinks it should be retained. Shirley said she thought the organization is in better shape than anticipated and Matt noted the same.
- LFA 20 | 21 projected budgets: CAO presented April financials with projected 20 | 21 budgets. CAO noted that each LFA projected conservatively for revenue and draft budgets show all are projected to finish 2021 with collections exceeding expenses by using a portion or all of their current available carryforward. Laila asked about LFA admins working with our boards and CAO Cuming noted that most have been involved for several years and it continues to go very well.

**Administrator Report and Partner updates:**

- County mandates 50% occupancy: Matt asked for any updates from the County and CAO Cuming noted that Chuck Davison of SLO CAL is meeting with the county, including Dr. Penny Borenstein and Wade Horton, on May 28, two weeks following the initial mandate order. Bram asked about the submission process. Shirley said that she had spoken with Lynn Compton and the county felt pressed or rushed to submit direction to the state. Bram wondered where the 50% number came from and that he had heard 20%-50% was being considered. He noted the pressure of putting businesses in an awkward position. Shirley agreed with sentiment that this was not within the county's purview. Mike added that he is willing to share his conversations and experience, inviting people to reach out to him to discuss. He also encouraged the board to reach out directly to their supervisors. He expressed concern around the legal implications. Gary said he has not yet spoken directly with his supervisor. He shared his concern about the advertising investment in the Central Valley being funded by the county. Bram said he would like to see the county's plan for advertising once travel restrictions are lifted. Mike noted that the county used to invest \$383,000 in tourism and those funds are no longer provided. Laila and Mike said they have experienced backlash from the county ad campaign which asks Central Valley people not to come. Mike noted the 0.09% infection rate in SLO

County versus the rates in Fresno. Matt is concerned about the CBID organization voicing a grievance and encouraged LFA boards to share the county Public Comment details with their local constituents in case they want to submit a comment for the 6/2 BOS meeting. He is unsure which staff we should direct our concerns to. Tessa recommended using live public comment or recorded public comment phone lines or emailing [ad\\_board\\_clerk@co.slo.ca.us](mailto:ad_board_clerk@co.slo.ca.us) – Tessa will email contact details to CAO Cuming. Shirley asked about CBID writing a letter and Mike noted past concerns were this had been detrimental to the organization; he suggested individual owners will be more impactful. Gary wants to maintain Chuck Davison as the primary contact with the county and suggested drafting something to Chuck directly. Laila agreed that Chuck has been a great voice for all constituents thus far. Mike noted that Chuck has been highly effective with staff and stated that the CBID constituents should advocate with public officials directly. Mike recommends an educational approach of sharing facts and outlining the legal difficulties properties have faced based on the mandate; Mike encouraged elected officials to take their rightful seat to weigh in on the policies and rule-making. He said we need the BOS to step up and they need to hear support from the constituents in doing so. Matt is concerned that Chuck is only one voice and although effective, we need more voices of those directly impacted. Matt feels all lodging needs to be heard and that everyone who can make a statement is encouraged to do so. CAO noted that next steps can be discussed in the Action Items portion of the agenda.

- Reopening guidelines/signage/visitor info: CAO Cuming shared the guidelines

### **Upcoming Events/Deadlines**

- Results of 5/19 public meeting for CBID renewal: CAO Cuming shared the public comments from the meeting. Shirley feels Chuck's response covers Bruce Gibson's concerns. Mike noted the CBID board purview is to spend money to encourage visitors; marketing is our focus. Shirley agreed with Mike's observations.
- Next CBID board meetings: June 24 and July 22
- BIGrant Review Committee meeting: June 2

### **Discussion Items**

#### **Strategy & Topic Discussion**

- Phoenix Recovery Plan: How it overlays with VCA and SLO CAL  
Lori reviewed how the CBID's plan works with Visit California and Visit SLO CAL plans. Phases 1, 2 and 3 from Visit California were shared (see attached), along with the phased targeting CA map graphic. The CA Dream Big creative includes "Head North - Hit SLO, take it slower" and "Head South - Hit Highway 1" which complements H1DR's approach. SLO CAL is focusing on "California

less traveled" message to build awareness in key drive marketing. Their phased recovery includes waves I, II and III. The target audience is pivoting from personas to travel intenders, defined as 2+ domestic trips or \$2,000 annual travel spend. The messaging funnel was reviewed. The media timeline includes timings for SEM, social, display, native, pre-roll and connected TV (VCA only) for when non-essential travel resumes. Shirley said that she loves the way everything is being covered and thanked Lori for joining the meeting. Laila noted that essential travel is challenged with accessibility to such things as public restrooms so people may be staying closer to home.

## **Committee Reports & Recommendations**

- **Marketing & STP**

BID Bunch progress: The recent progress on tasks were recapped. Mike noted his concerns with negative PR. Bram commented how rude the visitors are being treated from the locals. Mike shared that locals have been very abrasive, and that the county has stoked concerns with the advertising campaign in Fresno and Bakersfield.

Roll-Up Report: CAO Cuming reviewed the report. Laila asked about the availability of the lodging 360 images.

## **Action Items**

### **CBID response to County mandate**

CAO Cuming suggested calling Chuck to share the CBID's concerns, along with sharing the contact information for public comment with the LFAs. Submission for public comment would need to be done by 9am June 2. Laila asked about a simple letter to the county and Mike suggested it be an educational narrative. Laila recommended key bullet points, including the manner in which action was taken. Shirley agrees that it would need to stick to facts. Matt feels a response is appropriate and the educational approach is key. CAO Cuming suggested working with the Governance Committee (Bram, Matt, Mike) to determine next steps, which may include crafting a possible statement and proactive outreach to the LFAs to encourage public comment by interested constituents. Mike is concerned with possible retribution. Gary said variables make it tough and he understands the need to be ahead of the anticipated crowds anticipated on the Memorial holiday weekend. He believes regional differences make it challenging for a blanket approach that applies to the whole county.

A motion was made by Bram Winter and seconded by Gary Setting to have CAO Cuming work with the Governance Committee to determine the best course of action including a possible statement made during public comment at the June 2 BOS meeting. Discussion: Gary notes the conflict with the CBID's mission and how torn the group feels as the

mandate directly opposes why the CBID exists – as a marketing organization. Shirley is concerned for the future of tourism based on adverse reactions by residents and stated that there is a need to educate locals on the impact tourism has on the county economy. The motion was approved by a unanimous voice vote of the Advisory Board.

### **2019 | 2020 contract with CrowdRiff**

CAO Cuming noted that this contract started March 2019 and this tool has been invaluable for the CBID and for the LFAs. A motion was made by Laila Kollmann and second by Shirley Lyon to renew the contract for July 1, 2020 through June 30, 2021 at a fee of \$25,535. Mike clarified that all LFAs do have access to the platform and CAO Cuming confirmed. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund and Matching Fund Applications**

- **Cambria admin services:** CAO shared that the CTB is incredibly pleased with Jill's work and wanted to continue to retain her at 40 hours per week. A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve a two-year admin services contract for Jill Jackson from July 1, 2020 through June 30, 2022 for \$84,000 (\$42,000 annually). With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Avila Beach admin services:** CAO shared the results of Stephanie's stellar evaluation and she has full support of the ABTA board to continue as their admin. A motion was made by Laila Kollmann and seconded by Gary Setting to approve a two-year admin services contract for Stephanie Rowe from July 1, 2020 through June 30, 2022 for \$39,600 (19,800 annually). With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Oceano/Nipomo marketing services:** CAO touched on some key highlights from the marketing recap report and noted that the LFA board is very pleased with the work TJA has provided thus far. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$32,400 for TJA marketing services. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Closing Comments**

Laila noted the Eroica date has been moved to late September. She also asked about the Certified Folder status and CAO Cuming confirmed that she had not yet confirmed any details with CF.

Shirley said the space launch was scrubbed 14 minutes before takeoff. She also noted that the Whale Tail bench has been installed at the 1st Street beach access in Cayucos. Gary suggested the idea of now entering “social distance heaven” where people social distance by nature.

### **Future Agenda Items**

- New fiscal year contract renewals for BID Bunch (June)
- Final approval of 20 | 21 Budget and Strategic Marketing Plan (June)

### **Adjournment**

The meeting was adjourned at 2:09pm

# Three Wave Integrated Marketing Strategy

## Wave 1

*START WITH IN-STATE MESSAGING*

Calling All  
Californians

Calling all Californians to vacation in their home state and help jump start the Golden State economy.

## Wave 2

*ADD WESTERN REGION DRIVE MARKETS*

California Is Calling

California is calling Western Region 'resilient travelers' to take a road trip to California.

## Wave 3

*EXPAND TO NATIONAL WITH CONTINUED IN-STATE*

All Dreams Always  
Welcome in  
California

California is calling all who are ready to visit California where all dreams are always welcome.



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

Board Meeting Minutes  
June 24, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Laila Kollmann, Mike Hanchett

County Liaison: Tessa Cornejo (absent), CAO Cheryl Cuming

Absent: John King (unexcused), Bram Winter (unexcused)

Guests: Lisa and Haley, SLO CAL

**Call to Order**

At 12:04 p.m.

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann and Mike Hanchett are present.

Page | 1

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the May 27 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming reviewed the May actuals and updated budget notes (see attached). The local fund area financials were also shared, along with the balance sheet. Matt is pleased to know that the LFAs are positioned to get through this and all are in a good place heading into the 20-21 year.

- Non-essential travel re-opens: CAO Cuming shared the details of her discussion with Wade Horton. Mike also noted his conversations with supervisors. Matt asked CAO Cuming to keep them posted on any new concerns; H1DR has been “more aggressive” with their paid advertising than most. Shirley agrees this is a good approach. Mike noted that messaging was adjusted to let travelers know they need to be mindful and follow COVID protocols. This needs to stay top of mind as potential travelers look for places to go.
- BIG grant program: Matt provided an update including that the group met to review 12 projects and have provided suggestions to the Board of Supervisors on what to fund. There is \$90,000 available through this program.

### **Upcoming Events/Deadlines**

- Next board meetings are July 22 and August 26

### **Discussion Items**

#### **Strategy & Topic Discussion**

- Phoenix Recovery Plan:(See attached Wave document) CAO Cuming reviewed the phased approach, recovery media plan and new assets, including featured snippet (position 0/holy grail) on Google for Highway 1 beaches and Highway 1 hiking. Shirley said she really likes the eblast strategy. Matt said the number one ranking were impressive. Laila said that as travel plans change the beach is a great alternative and a safe option.

#### **Committee Reports & Recommendations**

- **Marketing & STP**

BID Bunch scopes for 20 | 21: CAO Cuming reviewed the scopes for each of the 14 BID Bunch members for July 1, 2020 through June 30, 2021. Laila noted that it is a big job and she is impressed how well everyone is working together.



## **Action Items**

### **2020 | 2021 BID Bunch Scopes**

The scopes were approved as presented. A motion was made by Mike Hanchett and seconded by Shirley Lyon. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **2020 | 2021 Budget**

CAO Cuming wanted to re-confirmed the board support of 2020 | 2021 budget that was approved at the May meeting now that May financials have been incorporated. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve as presented. The motion was approved by a unanimous voice vote of the Advisory Board.

### **Los Osos Vacation Rental Ordinance**

Shirley will be discussing with CCMA on June 25 and is concerned if the Board of Supervisors will support. The sunset clause is concerning (expiration of permit if property is sold). The ordinance will go before the BOS on July 8. The primary parameter concerns from Shirley are the requirement of 500' between vacation rentals, 9 lots, and multi-family dwellings not including - all are part of density concerns. The minor use permit process may be eliminated. Laila noted that it will allow only two vacation rentals on her street if 500' or 9 lots was the parameter used in Cayucos. Shirley noted that the requirements in other communities were less - Avila Beach at 50', Cayucos at 100' and Cambria at 200'. CCMA plans to write a letter and will be representing several hundred owners. Mike is concerned with the #3 item on ownership requirements which he said appear very limiting overall and potentially not legal. Gary said he has dealt with LOCAC many times in the past and sees the guidelines as what locals would prefer. He noted that once it goes to the county to anticipate it will get closely reviewed based on legalities. Shirley said she supports a letter to emphasize the importance of tourism in the county, using past letters as a template. Mike noted that the Coastal Commission could be approached as he finds them reasonable and supportive in these situations. Shirley said she has had a different experience. Mike clarified that he was referring to the vacation rental ordinance and coastal access. CCMA may want to include a letter to the Coastal Commission.

A motion was made by Shirley Lyon and seconded by Laila Kollmann to write a letter emphasizing the importance of tourism in the county. The motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund and Matching Fund Applications**

- **Cambria Arthritis 20th Annual Coast Classic Bike Tour:** Matt asked where the investment would be spent, and CAO Cuming confirmed it will be in our-of-area

marketing. The event date is October 6. Matt noted his non-support of the matching funds program. Mike asked about the ADR formula to justify the value of \$10,000; \$111/room for 90 rooms - Mike finds the math tough to justify. Laila said she does not support. The event still plans to stay in Cambria if they are not funded. No motion was made.

- **Cambria Chamber of Commerce Visitor Center:** Shirley expressed concern about setting a precedent and CAO Cuming noted the past funding of other visitor centers, including in San Simeon and Cayucos. Mike noted the importance of engaging the visitors. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$20,000 for three months. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **San Simeon marketing services extension:** A motion was made by Laila Kollmann and seconded by Matt Masia to approve \$124,500 for Solterra Strategies marketing services extension for July 1, 2021 through June 30, 2022. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Avila Beach marketing services:** A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve \$144,100 for TJA marketing services including funds for CycleCentralCoast sponsorship effective July 1, 2020 through June 30, 2021. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos social and photography:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$18,000 for Danna Joy for development of social media and photo assets for 6 months from July 1, 2020 through December 31, 2020. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos marketing services:** A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve \$14,500 for Danielle Dubow marketing services for July 1, 2020 through June 30, 2021. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Los Osos marketing services:** Laila asked if the selection was unanimous to move from SOLVE to Wildcat Marketing and CAO Cumin confirmed. Mike said he thinks it's great that all the LFAs have strong marketing relationships. A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$12,500 for Danielle Dubow/Wildcat marketing services for 6 months from July 1, 2020 through

December 31, 2020. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Closing Comments**

Matt said he knows how everyone is focused on how we can come out on the other side. Mike thanked everyone and encouraged them to hang in. Laila and Shirley noted everyone working well together. Gary thanked CAO Cuming for her efforts and asked about participating in LFA meetings virtually.

### **Future Agenda Items**

- LFA Imperative Plan - July

### **Adjournment**

The meeting was adjourned at 1:51pm



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

Board Meeting Minutes  
July 22, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Laila Kollmann, Mike Hanchett, Bram Winter

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King (unexcused)

Guests: Lori Keller

**Call to Order**

At 12:04 p.m.

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, Bram Winter and Mike Hanchett are present.

Page | 1

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Gary Setting to approve the June 24 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Bram Winter abstained.

**Financials:** CAO Cuming reviewed the June actuals and confirmed the fiscal year ended at \$970,182 (projected at \$1,080,820) with expense savings due to reductions made during COVID of over \$245,000.

20 | 21 budget: Refer to Item B. Matt noted it is tough to predict with the future as it is so uncertain. CAO Cuming noted that both scenarios A and B will end the year with a net positive. Shirley noted that the budgets are easy to follow and well organized. CAO Cuming confirmed the board approved the overall budget approach in the June meeting, so we are set to begin the new fiscal year.

CAO Evaluation & COLA: Refer to Item C for scores and areas for improvement. Matt noted that sometimes CBID actions may be criticized when it is the decision of the advisory board that the CAO is sharing. CAO Cuming is happy to be the voice of the CBID; Laila said that the board is there as backup. CAO Cuming would prefer to forego any COLA for the current year due to impacts from COVID to assessment collections and lodging properties. Mike asked if passing up COLA in one fiscal year would have permanent impacts for future years and Shirley agreed – is there a mechanism that could be put in place to not negatively impact compounding in future years. Tessa confirmed that a not giving an increase this year will not affect next year as the percentage given can be adjusted at the discretion of the Advisory Board. Mike was supportive as long as flexibility is maintained.

Los Osos Vacation Rental Ordinance: CAO Cuming noted that all nine items from LOCAC were supported by the Planning Commission on July 9. Shirley said that she is hearing other areas may want to implement. CCMA is concerned and they are writing a letter and planning to meet with their Supervisor. Matt wants to collaborate with SLO CAL and CCMA. Shirley noted that CCMA may work with a lobbyist or attorney and may seek funding from CBID. Gary has not heard any updates in the LO community directly – he notes that momentum does exist in the community and he wants to better understand where the CBID should focus. Shirley will provide information to CAO Cuming to share with the board to prepare for the October BOS meeting. It was noted that the North Coast has the most vacation rental units and currently each community functions under a different ordinance. It was noted that in general Supervisor Gibson does not support the growth of the vacation rental industry in the communities he represents.

Beautification & Infrastructure Grant (BIG) Funding for 20 | 21: The program was not included in the 20 | 21 County budget. Matt asked for details and Tessa will confirm if it will

possibly come back in future years. It was cut at the County CAO's discretion for the 20 | 21 budget. Laila suggested writing a letter to encourage it for future budgets. CAO Cuming will place on the August agenda.

Ethics Training: Board was reminded to send certificates of completion.

### **Upcoming Events/Deadlines**

- Next board meetings are August 26 and September 23.

### **Discussion Items**

#### **Strategy & Topic Discussion**

LFA Imperatives: Lori Keller presented an overview of the approach based on details included in the board packet. This included:

- Overview
- Existing programs yielding positive responses: paid search, lodging photos, Google My Business, CrowdRiff, photo/video assets, content initiatives
- Strategy for new ideas: utilize the learning and results overall from CBID programs to inform plans for LFAs, testing to see what should be optimized
- Home Runs: SEM optimization, paid search (consider expanding Cycle Central Coast), co-op digital campaigns and paid social media, paid email program, expanded purchasing power
- Programs to consider testing: additional retargeting programs for individual LFAs, multi-click ad concepts, takeovers/high impact placements, print - dedicated Highway 1 destination with each LFA getting ad + advertorial, direct mail retargeting, influencer program, paid social expansion, paid email expansion, Visit CA co-op, SLO CAL House of Brands efforts including possible video co-op, refine/expand video efforts, celebrity alliances paired with affinity content, micro segmentation using first party data coupled with retargeting pool data and third party data to create segments to test

CAO Cuming confirmed overall budget around \$65,000. Laila said the options are well laid out and she is excited to be further integrating CBID efforts that are impacting LFAs directly; she has seen the benefits in Cayucos. Lori reviewed next steps to discuss with All Agency and BID Bunch and explore the cost parameters to determine the final 3-4 initiatives that will be pursued in FY 20 | 21.

### **Committee Reports & Recommendations**

#### **Marketing & STP**

Phoenix Recovery Plan: CAO Cuming reviewed the media results and fiscal year roll-up report.

## **Action Items**

### **2020 | 2021 BID Bunch Contracts**

Katie Sturtevant's PR Coordinator contract increase of \$4,000 for additional time spent working with tourism partners was reviewed. Matt feels it is reasonable.

A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve a total contract of \$25,000. Laila said she supports and noted her appreciation for Katie's professionalism and builds relationships. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **H1DR Map | Certified Folder**

It was recommended to continue for six months through December 2020 with two months free, totaling \$5,640. Laila said that she has seen guests picking up more brochures recently.

A motion was made by Laila Kollmann and seconded by Gary Setting to extend the Certified Folder distribution for 6 months through December NTE \$5,640. The motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund Board Member and Matching Fund Applications - None**

## **Closing Comments**

Tessa asked about the Solterra Strategies contract extension and CAO Cuming confirmed it will be on the August agenda.

CAO Cuming also noted that SLO CAL created a draft Equity & Inclusion statement.

Laila asked how everyone is doing and said that her bookings are positive. Shirley said she's only seen one cancellation. Matt is concerned about the last minute bookings which are way off for the middle of summer. He said he's seeing 50% occupancy in Paso due to the fair cancellation. Shirley is worried about businesses being able to hang on through more shutdowns. Matt supports our paid marketing strategy and CAO Cuming confirmed the plan to stay the course.

## **Future Agenda Items**

- Los Osos Vacation Rental ordinance
- BIGrant funding letter to County

**Adjournment** - The meeting was adjourned at 1:45pm



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

Board Meeting Minutes  
August 26, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Matt Masia, Gary Setting, Laila Kollmann, Bram Winter

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett (excused), John King (unexcused)

Guests: Lori Keller, Lisa Verbeck

**Call to Order**

At 12:02 p.m.

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann and Bram Winter are present.

Page | 1



**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve the July 22 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming reviewed re-forecasted budget plan, noting the carryforward was projected higher than what the financials showed as the 2019 2020 FY was closed out. CAO Cuming also noted that the LA Times expense had not been correctly encumbered. The solution identified a 12-month rolling forecast; projected collections at current trend of -20% through February 2021 followed by flat to 2019 for March through June 2021; projected income for 2020-2021 year at \$956,672; July 2020 carryforward of \$358,666; total income of \$1,315,338; total expense of \$1,274,030; net income of \$41,308; and \$60,000 for LFA imperatives being invested later this year.

Moving forward there will be additional details added to the BID Bunch spreadsheet to tie to financials; net income will be closely tracked in months when expenses exceed income; budget will be reforecast frequently to ensure the CBID remains cash positive; media contracts will be negotiated to be paused or pivoted without penalty; and there will be updated monthly tracking of paid versus placed media. Laila was glad the plan was laid out and feels it is solid. Shirley agreed and Gary appreciated the mistake being acknowledged.

A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the reforecast budget with no changes. With no further discussion, the budget was approved by a voice vote of the Advisory Board.

LOCAC VR Guidelines: The BOS meeting was moved to December 15 as confirmed by Tessa. Shirley noted that CCMA has been focused on the Morro Bay ordinance, or will start to address LOCAC next.

### **Upcoming Events/Deadlines**

- Next board meeting is September 23.
- Ethics training certificates are needed; Tessa will provide log-in details.

### **Discussion Items**

#### **Strategy & Topic Discussion**

Lori Keller presented the 10-month media Phoenix Recovery Plan Phase II including:

- Strategy
  - Continuing successful components of Phoenix "Wide Open Spaces" plan
  - Lessen the overall investment in third party content; focus on driving primary visits to H1DR website

- Continue testing new media tactics for continuous improvement
- Campaign parameters
  - Media flighting: heavier support for September through November
  - Targeting: LA/Orange County and Bay Area; \$100k+ households with outdoor activity interest
  - Phase II Budget: \$230,000 for estimated 30M impressions
  - Media mix: SEM, social, email, retargeting, video & native
  - Goals: continue driving high time on site and engagement; grow retargeting pool
  - Buying strategy: pause or pivot without penalty
    - SEM: continue current program; 55% main search and 45% LFAs; test Google Discovery Ads
    - Social: maintain or expand best performers; test FB/Instagram story ads
    - Retargeting: continue with social, programmatic, engaged users and dynamic map retargeting; social retargeting from email lists
    - Video: continue top performance; explore programmatic and Instagram reels
    - Native: continue current program, drive visits to Wide Open Spaces Stories on Story Studio Hub and drive users to the map
- LFA Imperatives: test LFA-specific paid media campaigns utilizing learning from overall CBID efforts
  - Testing parameters:
    - Timing: primary December 28 - Spring 2021 with exception of SEM
    - Targeting: LA/Orange County and Bay Area; \$100k+ households with outdoor activity interest
    - Budget: \$60,000
    - Media mix: SEM, social, email, retargeting and SF Gate Story Studio Hub for Coastal Discovery
    - Goals: continue driving high time on site and engagement
    - Buying strategy: pause or pivot without penalty
  - LFA specific paid media plan:
    - Utilize same tactics from H1DR overall campaign and test 2 LFA-specific
      - One larger LFA with its own website - recommending Cambria
        - One smaller LFA utilizing H1DR website – Cayucos
    - Test for 30-45 days using display, social and retargeting. Creative would focus on the specific LFA and drive traffic back to their respective website/webpage.
    - Results would provide groundwork for true LFA/CBID cooperative media program and help LFAs further broadcast their message efficiently.
    - Budget: \$10,000 for estimate 1.1M impressions

- LFA Email campaign:
  - Create multi-destination email with links to the individual LFAs along with retargeting those who opened and clicked on the email
  - Budget: \$7,500 for estimated 375K impressions
- Search engine marketing:
  - Overall share of voice is currently 13% so CBID can augment the portion of the budget that specifically supports LFAs
  - Budget: \$12,000 (\$1,500/month for eight months)
- SF Gate Coastal Discovery itineraries:
  - Develop two listicle Travel for Good itineraries to support Coastal Discovery
    - One 3-day itinerary for North County
    - One 3-day itinerary for South County
  - Support with social, native and email efforts
  - Budget: \$15,000 for estimated 3M impressions

Total recommended expenditure: \$44,500 (leaves \$15,000 for other initiatives) for an estimated 4.8M impressions

Overall, the CBID Advisory Board was in support of the 10-month plan and the LFA imperatives approach.

### **Marketing & Stewardship Travel for Good**

CAO Cuming reviewed marketing and Travel for Good updates:

- PR Dream Team of Monterey, H1DR, SMV and SB: The concept of a Central Coast Dream Team brought together a collaborative pitching initiative between H1DR, Santa Maria Valley, Santa Barbara, and Monterey. The first project is a joint road trip pitch to select top media outlets with each destination taking the lead on specific outlet pitching.
- Roll-Up Report: CAO Cuming reviewed the July report pointing out the 127,217 website sessions; there had been 330,000 in 12 months and 130,000 in July with 117,000 being new traffic from California; 60% of the traffic is from paid efforts. New webpages launched were Scenic Drives, Farm to Table, and Tide Pools. For the email campaign, there were 23,000 opens and 1,200 clicks. Paid media generated 24M impressions, 322,000 clicks and 628,000 engagements; the biggest success was SEM retargeting. Overall, the site saw three times as many visitors in July (116K) as in June (40K). Time on site is averaging 1.5 minutes. The monthly YouTube views totaled 23,000 and SEO for titles and descriptions is currently being improved. Boosted social ads reached 700,000 in July. PR efforts also saw an uptick in interest to visit; to-date there have been 6 articles, 3 visiting journalists, media missions and FAMs with SLO CAL.

## **Action Items**

### **Beautification & Infrastructure Grant (BIG) letter to County**

Laila said she supports the letter and requests that past projects be included. A motion was made by Gary Setting and seconded by Shirley Lyon to approve the BIG letter to the BOS as written. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund Board Member Applications**

- **Karen Cartwright, Cambria:** A motion was made by Shirley Lyon and seconded by Gary Setting to support Karen Cartwright's board application for the Cambria Tourism Board. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Funding Applications:**

- **Solterra Marketing, San Simeon:** Solterra Marketing contract extension for April 1, 2021 through June 30, 2022 at a budget of \$160,000. It was noted that the San Simeon Tourism Alliance board minutes are missing the details of who made the motion.

A motion was made by Laila Kollmann and seconded by Gary Setting to approve the contract extension with Solterra through June 2022 for \$160,000 pending receipt of the corrected minutes. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

## **Closing Comments**

Laila said that she's very excited about the results seen so far and congratulated the BID Bunch on their efforts; Shirley concurred.

## **Future Agenda Items**

## **Adjournment**

The meeting was adjourned at 12:58pm



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

Board Meeting Minutes  
October 28, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Mike Hanchett, Gary Setting, Laila Kollmann

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Matt Masia, Bram Winter, John King

Guests: Lisa Verbeck

**Call to Order**

At 12:09 p.m.

**Public Comment**

It was noted that Matt is unable to attend today's meeting as his mother passed away. The board sends their condolences.

**Presentations**

Lisa Verbeck of SLO CAL presented the Spartan Nationals sponsorship opportunity. Lisa reviewed the current status including that SLO CAL has already dedicated \$50,000. The event will be April 2021. It is anticipated that there will be 10,000-15,000 participants with average local economic impact close to \$3 million. Strong affluent demo with pre- and post-event overnight stays. The race will be marketed as soon as the sponsorship is

approved and if event is cancelled there will be no financial obligation required. Custom messaging program for H1DR with \$25,000 additional investment over 5 DMOs at \$5,000 each. Atascadero, Paso and SLO are confirmed. Social audience of 5 million, 2 focused emails to overall database and 2 to event participants, travel guide, race day program, event page and 10x10 space provided. County will be involved with health approval based on COVID status in early 2021. Age range is 18-49 with average of 30. Laila confirmed the ask at \$5,000 and Shirley asked about the race format which was confirmed as an obstacle course. Laila commented that the website has limited info "about" Spartan. Mike asked about the 2020 event; Lisa confirmed they had 6,000 registrants with 5,000 who rolled into 2021 event noting that the National series race attracts a larger number of participants. Dates are April 9 and 10, which is within the Spring Break timeframe - it was noted that LA school district Spring Break is March 26 with Easter the following week. Laila said that lodging for that weekend is already at 50% for her and Shirley confirmed she already has bookings. Race location is Santa Margarita. Laila asked about the distance and the ability to pull people to the coast. Lisa said that capacity will require several communities lodging be utilized. Lisa also confirmed interest in considering this as a long-term opportunity. Mike noted there were reservations at his property for the 2020 event, so he believes people do want to stay at the coast. Gary said that he is interested. The 5th DMO participant is anticipated to be Morro Bay. H1DR will want to market stays in several of our CBID communities.

### **Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Mike Hanchett and Laila Kollmann are present.

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Gary Setting to approve the August 26 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett abstained.

**Financials:** CAO Cuming reviewed the new monthly budget to actual numbers. Laila asked about the LFAs and how they are moving forward. She also feels positive about continuing to invest in the BID Bunch.

**LOCAC VR Ordinance:** Laila asked Shirley what the CCMA is doing, and it was noted that they are focusing on Morro Bay. SLO CAL reported \$3 million for Airbnb representing 20% of total TOT. Density is the issue and as VRs are sold, the license may not be reissued based on proximity of other VRs. The county will discontinue its contract with Host Compliance. SLO CAL has been a good resource and Shirley suggests relying on them to advocate on behalf of VR businesses. CAO Cuming noted that VLOB LFA board is planning to submit a letter and looking to VRs in Los Osos and Baywood to submit public comment

for the 12/15 Board of Supervisors meeting. Shirley is asking that the economic impact be carefully studied and reported.

### **Upcoming Events/Deadlines**

- Next board date options are November 18 and December 16 or a combined meeting on December 2. The November 18 meeting is confirmed.
- Ethics training certificate is still needed from John King.

### **Discussion Items**

#### **Strategy & Topic Discussion**

- Based on Lisa's presentation the CBID Advisory Board determined that further discussion was not needed so the Spartan sponsorship funding will be addressed in Action Items.

#### **Marketing & Stewardship Travel for Good**

- Roll-Up Report: CAO Cuming shared that since the launch of the Phoenix Recovery Plan that there have been almost 335,000 sessions on the H1DR website; there were 338,000 in the preceding 12 months. Organic search visibility is up over 300% and content curation is creating impressive results with SEO. Lodging is the third most visited page. September paid media garnered 2.4 million impressions and SEM and social continue to be best referral sources. The newest videos include Farm Fresh Along Highway 1 and Golf Along Highway 1. Public relations has generated 19 articles to date with 12 visiting journalists.
- Coastal Discovery Celebration: CAO Cuming reviewed the plan confirming a focus on watchable wildlife and the Coastal Discovery Trail activities. Landing page will be shared at the November meeting and the promo campaign will launch on December 28. Laila encourages lodging owners to create specials to be promoted.

### **Action Items**

#### **Spartan sponsorship**

Sponsorship in the US National series at \$5,000 with H1DR branding and LFA involvement. A motion was made by Mike Hanchett and seconded by Gary Setting to approve the sponsorship. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

#### **Lodging photos of newly added properties**

\$6,000 for Josh Morris to photograph 75 newly added vacation rental properties. A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the \$6,000. With no

further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund Board Member Applications**

- **Melissa Kurry, Cayucos:** A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve Melissa Kurry to the Visitor Alliance of Cayucos. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Funding Applications:**

- **Big Red Marketing, Edna & Arroyo Grande Valley:** Big Red Marketing contract renewal for November 2020 through June 2021 at a budget of \$15,550. A motion was made by Mike Hanchett and seconded by Gary Setting to approve the contract. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

### **Closing Comments**

None

### **Future Agenda Items**

- LOCAC VR ordinance
- Coastal Discovery Celebration landing page
- Spartan update

### **Adjournment**

The meeting was adjourned at 1:31pm





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

Board Meeting Minutes  
November 18, 2020, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Mike Hanchett, Gary Setting, Laila Kollmann

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Bram Winter (excused), John King (unexcused)

Guests: Katie Sturtevant, STP; Ashley Mastako, SLO CAL

**Call to Order**

At 12:04 p.m.

**Public Comment**

Laila asked how the scarecrow festival went. Comments were made about the December 3 tree lighting. Board members have seen cancellations due to the county's new COVID status. Shirley said she will check on VR status with only 1 cancellation, which they rebooked. Mike commented on the new curfew requirements.

**Presentations**

Katie presented the Season of Coastal Discovery landing page focused on watchable wildlife, Coastal Discovery Trail, and north and south coast Travel for Good itineraries. PR focus for CDC will promote 48-hour theme using drive-to markets and travel news sites. They will also circle back with recently visited and upcoming media. 805 Living will be adding to their newsletter. Shirley said that she loves it. Laila asked about launch date

which was confirmed as December 1; she said she really likes the focus on coastal hiking and the Coastal Discovery Trail.

## **Administrative Items**

**Roll Call:** Matt Masia, Shirley Lyon, Gary Setting, Mike Hanchett and Laila Kollmann are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the October 28 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Matt Masia abstained.

**Financials:** CAO Cuming reviewed the financials showing that October finished up \$11k and the period July-October was up \$64k.

**Partner updates:** Ashley confirmed that the 5 communities for the Spartan event have been confirmed as Morro Bay, SLO, Paso Robles, Atascadero and H1DR. They are looking into rapid COVID testing for participants. She said that Restaurant Month will change as Visit California is taking a year-round approach but SLO CAL will continue to promote in January.

## **Upcoming Events/Deadlines**

- Next board meeting dates are December 16 and January 27.

## **Discussion Items**

### **Strategy & Topic Discussion**

### **Marketing & Stewardship Travel for Good**

- Roll-Up Report: CAO Cuming reviewed the report which included the following data:

#### **AGGREGATE DATA**

Default Channel Grouping	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
(Other)	12,983	12,182	14,377	78.85%	1.36	0:00:30
Organic Search	10,644	10,280	12,447	72.35%	1.66	0:01:36
Paid Search	9,839	9,560	11,349	66.99%	1.92	0:01:32
Direct	2,946	2,886	3,627	71.71%	1.73	0:01:31
Email	2,734	2,564	3,240	76.85%	1.57	0:01:27
Social	1,349	1,218	1,455	84.95%	1.43	0:00:34
Referral	953	879	1,195	58.24%	2.45	0:02:57
Display	137	5	183	40.44%	3.28	0:03:40
<b>Total</b>	<b>41,585</b>	<b>39,574</b>	<b>47,873</b>	<b>73.20%</b>	<b>1.65</b>	<b>0:01:15</b>

#### **WEBSITE ANALYTICS**



#### **WEBSITE TRAFFIC OVERVIEW**

- Daily traffic averaged 1,386 visitors for October
- Aggregate unique visitors were up 15%, Y/Y

Additional highlights included the launch of new drip campaigns and new profile pages for wildflowers, downtown stops, and the tidepools and sea life of Cayucos; organic sessions increased 266% year-over-year; top positions rankings for "Highway 1 Bike Route" and "Pacific Coast Highway Bike Route"; adjustments being made for anticipated downswing in beach related search terms. Other metrics on the report were 632 users being added since 10/10 and 71.5% open rate on the welcome email; CPM reaching the lowest point; clicks generated up 3x over prior month; 64% of the budget has been spent as of 10/31. SEM was the top performer for October; Facebook fans are approaching 100K; YouTube is improving with additional room to grow; PR coverage included USA Today and LA LA Scoop with upcoming visits from journalists for EnCompass (AAA), USA Today, Thrillist/Matador Network, Town & Country, and Forbes; year-to-date PR has generated 30 articles with 12 visiting journalists, 2 media missions and FAMs with SLO CAL. Laila commented that all of the information on the website is very well done and there is so much great information.

### **Action Items**

#### **LOCAC VR guidelines**

Shirley will connect with Toni from CCMA and CAO Cuming will have a conversation with Annie Frew of SLO CAL to determine how we can ensure good representation at the December 15<sup>th</sup> BOS meeting.

#### **Local Fund Board Member Applications**

- **Golda Mae Escalante, Avila Beach:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve Golda Mae Escalante to the Avila Beach Tourism Alliance board. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

#### **Funding Applications:**

- **Cambria Beautify Cambria TRPR:** A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve \$361.30. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos Whale Tail Bench Dedication Plaque:** Shirley said she was very proud of this project and that the 1st Street beach access is now open.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$778. Discussion: Mike asked about the value of getting press at the plaque dedication; CAO Cuming said she will reach out to the The Tribune, KSBY, Estero News and reconfirm who sent and mention everyone involved. Tessa said she needs the dedication details. The motion was approved by a unanimous voice vote of the Advisory Board.

### **Closing Comments**

None

### **Future Agenda Items**

- 

### **Adjournment**

The meeting was adjourned at 1:55pm