



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

Board Meeting Minutes
January 26, 2022, 12:00 p.m.
Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Mike Hanchett, Gary Setting
County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Aaron Graves

Guests: Lori Keller, Lori Ritchey, Melissa Murray (SLO CAL)

Call to Order

At 12:02 p.m.

Public Comment

None

Presentations

Melissa Murray presented SLO CAL's Events & Festivals Strategy. She talked to the board about the overall strategy, benefits for residents, SLO County, municipalities, and DMOs. They are seeking collaborative efforts across all destinations, including the creation of a countywide event calendar. A signature on SLO CAL's Commitment to Collaboration document is being requested.

Bram asked about lobbying the county to "cleanup" code for temporary event permitting. Melissa confirmed that SLO County will be part of those who agree to the Commitment to Collaborate. Melissa noted the involvement of third party to define areas of opportunity. Laila is interested in how to integrate and educate locals about the benefits of events and asked how it will move forward. Melissa outlined the process and next steps. Laila also asked about how this can help existing events to collaborate with others.

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the December 8 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 CBID financial reports. The bookkeeper has posted the activity and reconciled the accounts through December. We are on track with no outstanding items to clear up with the county. Included was one Excel workbook which contained the following year to date financial reports as of December 2021. General Fund - December 2021 against the Budget ties back to the BID Bunch expense tracking, both reporting a total of \$634,390.06 in expenses for July through December.

Year to date revenue collected, \$889,368.82, is \$333,505 more than what was budgeted year to date. Year to date expenses paid, \$634,390.06, came in under budget by \$77,519.28. Net Income is \$567,070.13 which is \$411,024.56 more than budgeted for year to date. Overall cash allocated to the General Fund increased by \$255,760.18 from July (this variance can be determined when reviewing the Balance Sheet).

SLO Coast Wine Collective Specialty Crop Grant: CAO Cuming provided background on the grant. It is a \$317,000 grant over 2.5 years to target millennials in San Diego, LA and Sacramento. The board agreed to have CAO Cuming draft a letter for CBID Chair, Bram to sign to show CBID support. Submission deadline is February 10, 2022.

Upcoming Events/Deadlines

- Next board meeting dates are February 23, 2022 and March 23, 2022; both at Cambria Pines Lodge.
- Form 700 is due April 1, 2022.

Discussion Items

Strategy & Topic Discussion

- **Lori Keller and Lori Ritchey Mid-Year Roll-up Report:**

Laila noted how much she likes the maps for coastal hiking, hidden secrets and wildlife. CAO Cuming mentioned the spring launch of Best Beaches along Highway

Highway 1 Discovery Route

MID YEAR HIGHLIGHTS

JULY 1 - DECEMBER 31, 2021

Strategic Direction *Audit*

Unincorporated SLO County TBID: Strategic Direction 2017/18-2019/20

CLARITY	Vision People and places, engaged and enriched through tourism.	Mission Promote memorable visitor experiences while being stewards for thriving and cohesive communities.	Values Moxie We bring strength of purpose and direction to everything we do. Collaboration We seek out and foster relationships rooted in mutual respect. Accountability We are a transparent organization responsible for delivering results.	Reputation The CBID will be known as: <ul style="list-style-type: none"> Responsible & Responsive Strategic & Proactive Collaborators & Connectors 	Position In order to best support our lodging constituents in ten unincorporated areas of San Luis Obispo County, the CBID: <ul style="list-style-type: none"> Provides a funding stream and professional marketing guidance to promote tourism. Connects local communities and provides a collective voice. Supports stewardship and the enhancement of tourism-related infrastructure and beautification.
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FOCUS	Imperatives Strengthen Strategic Partnerships	Objectives <ul style="list-style-type: none"> Year-over-year increase in reciprocal scorecard ratings for CBID, Visit SLO CAL, promotional partners, and local fund areas (LFAs) Annual increase in total Earned Partnership Value (EPV) Annual increase in number of LFAs utilizing CBID's standardized planning and reporting tools 	Initiatives <ul style="list-style-type: none"> Create an annual process to identify, evaluate, and activate constituents, tourism stakeholders, and promotional partners. Collaborate with LFAs to evaluate, inform, and improve their working relationships with each other and the CBID. Enhance our partnership with Visit SLO CAL, including marketing plan alignment, advocacy, and infrastructure. Clarify current roles and scope for CBID and LFAs. Develop a plan to reduce duplicative efforts with LFAs and external partners. Assess options to evolve our organization to meet future needs. Become a planful and data-driven organization. Develop impactful marketing plans informed by strategic planning. Identify optimal brand architecture for CBID. Design a method to measure and communicate impacts of beautification, infrastructure, and stewardship efforts. 	ACTION
	Maximize Efficiencies	<ul style="list-style-type: none"> Year-over-year increase in reciprocal scorecard ratings for CBID, Visit SLO CAL, promotional partners, and local fund areas (LFAs) Annual improvement in ratio of total operational budget to awareness score across all LFAs and CBID Annual decrease in cost per engaged user on CBID website Overall reduction in LFA website costs 		
	Drive Measurable Results	<ul style="list-style-type: none"> Growth in awareness of CBID communities in target markets Annual increase in scores on influence survey Economic impact measure identified and agreed to by July 1, 2018 		

Data-Driven Organization



EXPONENTIAL GROWTH IN ORGANIC TRAFFIC

Sessions and time on site has increased and bounce rate has dropped



MAXIMIZE EFFICIENCIES

We drove 31% more users than a year ago at 15% (or \$33k) less spend!



DECREASE IN CPE USER

- CPV down 400% than last year (\$1.03 vs \$4)
- CP1+M User 5x better (\$2.25 vs \$12 last year)
- On average 20% of paid media visitors are converting to 1+ Min. Users



SUCCESS OF LEAD GENERATION

Average 112 new emails each day!

Strategic, *methodical process* to rank on Google



CONTENT GUIDELINES



SEM/KEYWORDS



SEO



PR LINKS BACK TO WEBSITE



REFERRAL LINKS



SHARE STRATEGICALLY

HIGHWAY 1 FEATURED IN



TRAVEL+
LEISURE

Condé Nast
Traveler

Smithsonian
MAGAZINE

Forbes Sunset

Outside

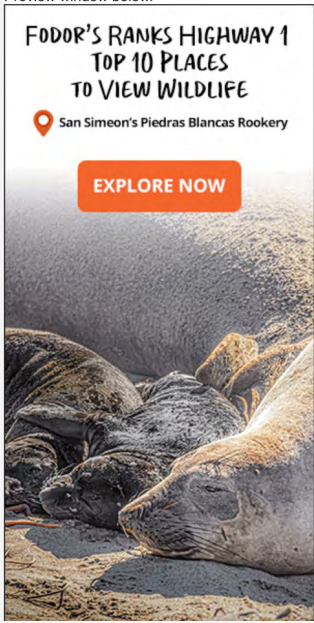
USA
TODAY

Parade

Reader's
digest

[SEE THE ARTICLES >](#)

Integration Sample



The Fodor's article generated 494,227 UVPM*. Link directed to Wildlife map to download.
*Unique Visitors Per Month

Brand Partner Lock-up with SLOCAL



The SLOCAL Primary Brand Partner Lock-up is designed to create greater connectivity among the individual destinations that make up SLOCAL while providing greater consumer clarity around what makes up the SLOCAL experience.

A COMMUNITY OF
SLOCAL



Media Campaign alignment with SLOCAL

H1DR's Hidden
Secrets Campaign

SLOCALs Land of...
Campaign

KEY FINDINGS:

STICKIER



7% lower
bounce

STAYED LONGER



26% longer
1:21 vs 1:04

READ MORE PAGES



1.65 vs 1.58

1. Laila requested that CAO Cuming send the CBID organizational chart to the board. Laila asked in working with the LFAs if there are any areas for improvement. Lori Ritchey noted that the CBID would like Cayucos to use Crowdriff; CAO Cuming noted the All Agency engagement is strong. The team keeps asking what can be done better. Laila noted that a level of trust has been built and feels like it is working well. CAO Cuming noted that through the imperative programs, including the newly launched SEM SOV co-op and paid social matching, the LFAs see value in participating.

Marketing & Stewardship Travel for Good

- Mid-Year Roll up report presented.

Action Items

SLO CAL Events & Festivals Strategy Commitment to Collaborate: A motion was made by Laila Kollmann and seconded by Mike Hanchett to support the signing of the Commitment to Collaborate. With no further discussion the motion passed by voice vote. Matt Masia voted against.

Contingency & Reserve Policy: CAO Cuming reviewed the example Contingency and Reserve policy language of others, as well as current language in the CBID Bylaws. Summary provided to recap 21/22 collections and anticipated carryforward as of June 30, 2022. Mike noted that the board wants to put their money to work and there will be a point of diminishing returns. He personally wants the CBID to have money available when constituents need it most. For example, at the start of COVID, the board had the money to keep our program whole and fully invested; he's not convinced that a specific percentage needs to be identified. Gary likes the overall direction to set aside funding for future investments and use. Laila supports the direction. Tessa confirmed consensus via a motion would be needed.

A motion was made by Mike Hanchett and seconded by Gary Setting to adopt the recommendation as proposed by CAO Cuming with a goal to build reserve funds to be used during times of need and to retain marketing activities without requiring a specific policy and/or percentage to either Contingency or Reserve. With no further discussion the motion passed by unanimous voice vote.

Local Fund Board Members

- **CTB - Karen Cartwright & George Marschall:** A motion was made by Matt Masia and seconded by Laila Kollmann to support the renewal of both Cambria Tourism board members. Tessa noted the need for a corrected letter from Karen Cartwright to reflect the correct term. With no further discussion the motion passed by unanimous voice vote.

Local Fund Area Applications

- **Oceano/Nipomo - Tourism Oriented Signage:** Funding does not require a CBID Advisory Board motion. Bram, as the Chair, noted his support of the VACO sign at \$4,000 for Oceano. CAO Cuming noted the local business focus and partnership with Old Juan's Cantina, Southpaw Signs and VACO.

Closing Comments

Laila asked about Highway 1 and Mike noted that it has been reopened. Hearst Castle could reopen on April 18, but that is not confirmed.

Future Agenda Items

- March: BID Bunch - Hilary talks about media mission strategy
- Western Monarch Trail interpretive signage project; approved in Nipomo and Los Osos. CAO Cuming will bring a complete list of LFA approvals to the March meeting.

Adjournment

The meeting was adjourned at 1:27pm