



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

Board Meeting Minutes
February 23, 2022, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Mike Hanchett, Gary Setting,
Aaron Graves (late)

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent:

Guests: Melissa Murray (SLO CAL)

Call to Order

At 12:06 p.m.

Public Comment

Hearst Castle may reopen by Earth Day

Presentations

None

Administrative Items

Roll Call: Matt Masia, Laila Kollmann, Bram Winter, Gary Setting, Aaron Graves (arrived at 12:55pm) and Mike Hanchett are present.

Consent Agenda: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the January 26 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

Financials: CAO Cuming reviewed the January financials.

YTD financial reports as of January 2022:

1. General Fund - January 22 against the Budget
 - a. This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$681,384.38 in expenses for July through January.
2. When looking at the year-to-date actuals versus the year-to-date budget here are some comments (columns CY thru DE in the excel document or page 7 in the pdf file):
 - a. January up 72% Y/Y
 - b. YTD revenue collected \$1,006,999.25 is \$358,491.80 more than what was budgeted YTD
 - c. YTD expenses paid of \$681,384.38 came in under budget by \$149,176.47. This does not include any January invoices from Orange 22, which is contributing to the variance.
 - d. Net income is \$637,706.24 which is \$507,688.27 more than budgeted YTD.
 - e. Overall cash allocated to the General Fund increased by \$293,599.80 from June 30, 2021.

CA Coastal Commission LO VR letter: CAO Cuming shared that CCC supported the county recommendation. Matt asked how it will impact other unincorporated areas. Mike mentioned a concern about the home valuation impact. CAO Cuming noted the use-it-or-lose-it policy option suggested by CCC, who asked their staff and the county board to consider it.

SLO Coast Wine Collective Specialty Crop Grant: CAO Cuming confirmed that a letter was provided reflecting the CBID's support of the CDFA grant submission.

SLO CAL update: Melissa shared that the Travel & Tourism training curriculum is now available, including in Spanish. The Events & Festivals Strategy collaboration was approved so the RFP to fund an agency to build out the strategy has been released.

Upcoming Events/Deadlines

- Next board meeting dates are March 23, 2022 and April 27; both at Cambria Pines Lodge.
- Form 700 is due April 1, 2022.

Discussion Items

Marketing & Stewardship Travel for Good

- **Roll-up Report:** CAO Cuming reviewed the Roll-Up Report for January. Highlights included a 73.22% increase in clicks, 71.61% increase in sessions

for organic. Overall organic search was up 68%; after being shut down last January this is great progress. The Best Beaches campaign launch is set for March 1. Wildflower season hasn't started yet, but there is early traction for a high ranking for "coastal wildflowers." The email campaign efforts added 3,481 new subscribers and an open rate of 25.4% and 24.5% for the two eblasts. Paid media generated 6.3M impressions, 152K clicks, approximately 50K new visitors, 23K goal conversions, 305K engagements, 10K users of over one minute, and 3,060 map downloads (emails collected). On social media, videos drove 1/3 of all engagements. Organic social had 173K video views on Facebook, showing that the investment in YouTube ads is delivering results across platforms. Videos driving results are the new hiking series. Pinterest is being more closely watched. It had almost 34K impressions, 489 engagements, 15K total audience and 327 engaged audience. Print ad campaign has had almost 400 QR code scans to download the wildlife map. There were 10 new pieces of content created during January. There are 4 media missions planned, which Hilary will review at the meeting next month.

Action Items

CBID Annual Review Sequence of Events: Tessa reviewed the annual renewal sequence. On April 19, the Board of Supervisors meeting will include approval of intention to renew which triggers the county mailing of public notices. On May 17 the public meeting is held. On July 1 the renewal is complete, and the tourism assessment collection continues. CAO Cuming noted that the year-end report will be submitted by May 1, 2022.

Local Fund Board Members

- **AG/Edna Valley - Elizabeth Thompson:** A motion was made by Mike Hanchett and seconded by Gary Setting; with no further discussion the motion passed by unanimous voice vote.

Local Fund Area Applications

All items did not require board approval as they were under \$4,999.

- **CTB - Historic sign restoration (\$2,600), Lawn Bowls 4-person tournament (\$2,500), Lawn Bowls Open 3-person tournament (\$2,500);** Bram voiced his approval of these three
- **CTB - Skatepark Skate Day (\$2,000):** The Cambria Skate Park application for \$50,000 did not pass approval at the CTB meeting. Bram asked that the CBID board discuss the Skate Day application for \$2,000. Mike is concerned about the nexus to tourism for the event. Marketing details, budget details and out of area visitation were not provided by the applicant. Bram agrees with Mike that this application is not complete. Matt noted that a follow-up

report would show if it produced noticeable results. Laila said that guests in Cayucos do send their teenagers to the skate park. Mike observed that the tourist profile in Cayucos is different than in Cambria.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to deny the application since it was not completed fully. Further discussion was held on the importance of due diligence by the applicants and LFA boards, and that these policies are in place for good reason. The CBID Advisory Board agreed that applications should not be brought forward by the local area board if they are not complete. With no further discussion the motion passed by unanimous voice vote.

- **VLOB - ShadeTree (Danielle Dubow) marketing addendum (\$4,800):**
This item did not require board approval as it is under \$4,999 - Bram supported this submission.

Closing Comments

None

Future Agenda Items

- March: BID Bunch - Hilary talks about media mission strategy
- Strategic Direction evolution
- Cambria Art & Wine Festival postponement
- Western Monarch Trail interpretive signage project

Adjournment

The meeting was adjourned at 1:07pm.