



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

Agenda

Wednesday, January 27, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/96126348046?pwd=NFhNWUw4ajlLM0hmaGZ4c1ZtM0Y0QT09>

Meeting ID: 961 2634 8046 Passcode: 183317

One tap mobile: +16699006833,,96126348046#,,,,*183317

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Brown Act amendment effective 1/1/2021
 - SLO Coast Wine Board of Directors
- Upcoming Events | deadlines
 - Board Meetings: February 24 and March 24

Discussion Items

- Strategy | Topic Discussion
 - Mid-Year Roll-up: Lori Keller and Lori Ritchey
- Marketing & Stewardship Travel for Good
 - Season of Coastal Discovery launch

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
 - Oceano/Nipomo: Danielle Bronson and Clare Class
- Funding Applications
 - VAC: Danna Coy social and photography services (\$21,000)
 - VLOB: Wildcat Marketing contract extension (final amount to be confirmed in VLOB on 1/26)

Future Agenda Items

- Board Succession

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
January 27, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Gary Setting, Laila Kollman

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Bram Winter, John King, Mike Hanchett

Guests: Ashley Mastako, SLO CAL; Lori Keller; Lori Ritchey; Davy Kozuch; Alaina McBride

Call to Order

At 12:05 p.m.

Public Comment

Laila asked Shirley for updates on the Los Osos vacation rental situation.

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the November 18 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 financials.

Comments: The Brown Act amendment was reviewed. Tessa said that the county recommends that board members refrain from liking or commenting on business or personal social platforms related to other board members.

CAO Cuming confirmed that she is now on the board of the SLO Coast Wine Collective and is excited about the strategic partnership opportunities.

CAO Cuming also shared a note from BID Bunch member Jaime Lewis.

Upcoming Events/Deadlines

- Next board meeting dates are February 24 and March 24 via Zoom.

Discussion Items

Strategy & Topic Discussion

-

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report which included highlights such as the website reporting more visits in six months than off of the prior year, over 300K, with visitors evenly distributed across ages and demographics. Additionally, Travel for Good has generated 692 new email addresses based on lead generation efforts with LA Times. The overall success is attributed to the group creating and distributing to the right audience. Lori Keller thanked the board for their willingness to forge ahead. Laila thanked Team Lori for their report, which was easy to absorb and follow with great statistics. Laila also noted the lack of foreign travelers and the need to focus on road trip audiences.

- **Season of Coastal Discovery:** Lori Keller shared that the paid audience was paused and that SEM and social are still running. The paid audience campaign has now launched and will run through February 28; the focus will be on watchable wildlife.

Action Items

Local Fund Board Member Applications

- **Danielle Bronson & Claire Class, Ocean/Nipomo board:** A motion was made by Gary Setting and seconded by Shirley Lyon to approve Danielle Bronson and Claire Class to four-year terms on the Oceano/Nipomo Tourism board. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

Funding Applications:

- **Cayucos Danna Coy social media & photography:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$21,000 for services from January through June 2021. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos Wildcat Marketing:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve \$11,500 for services from January through June 2021. With no further discussion the motion was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

Shirley discussed the Los Osos vacation rental ordinance and the Board of Supervisors supporting the planning commission recommendation. MUP required for VR license along with nine stipulations that limit VR opportunities/expansion in the Los Osos and Baywood area.

Future Agenda Items

- Board succession

Adjournment

The meeting was adjourned at 1:04pm



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

Agenda

Wednesday, February 24, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

https://zoom.us/j/94691851160?pwd=T3JBYThhSGZsMy94K0h5Y0pqR0t6Zz09+16699006833,,94691851160#,,,,*914478# US (San Jose)

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s Annie Frew, SLO CAL Advocacy, Highway 1 Closure and Oceano Dunes SVRA

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Missed reforecast by (\$3,000) for January 2021
 - Form 700 due 4/1/2021
- Upcoming Events | deadlines
 - Board Meetings: March 24 and April 28

Discussion Items

- Strategy | Topic Discussion
- Marketing & Stewardship Travel for Good
 - Lori Keller and Brad Rubin/Vintgage: SEO Update

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
- Funding Applications
 - CTB: Beautify Cambria TRPR program (\$720)

Future Agenda Items

- Scarecrow Festival Funding for CTB, Matching Funds and SSTA (March)
- 21 | 22 Marketing Planning and Budget Forecast (March/April/May)
- Board Succession

Closing Comments

Adjournment

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

Board Meeting Minutes
February 24, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King

Guests: Lori Keller, Brad Rubin, Annie Frew

Call to Order

At 12:02 p.m.

Public Comment

None

Presentations

Annie Frew of SLO CAL provided an introduction and shared a presentation on the Oceano Dunes SVRA and Highway 1 advocacy efforts. For the Oceano Dunes, there is a projected phase out of off-highway vehicles (OHV). There will be a presentation before the Coastal Commission in March 2021 and an environmental impact report over the next two years. SLO CAL is working with the South County Chamber to develop an impact study; the goal is to ensure a robust set of data is developed and a path to move forward. They are also

working on submitting a letter in partnership with South County Chamber. There currently is no seat on the Coastal Commission for our area and SLO CAL has submitted a letter to the Governor asking that the seat gets filled prior to making a decision. Shirley commented that she remembers when Erik Howell was appointed, and that Supervisor Gibson was interested at the time. The Coastal Commission has a special meeting scheduled on March 18 and the staff is not anticipated to recommend approving the current plan and are instead asking for a five-year phase-out plan. Annie will share the link for attending the March 18 meeting. The loss of OHV will have a dramatic impact on tourism. If there is a phase-out, the OHV trust fund for State Parks will be lost; this will impact the State Parks designation and may require redefining the park.

Annie also provided a Highway 1 closure update. The shutdown is currently in Monterey County with the entire San Luis Obispo County stretch of Highway 1 being open. SLO CAL has reactivated its closure information and updated its website, including alternate route options in multiple languages. There is an ad spend of \$1M to promote open/wide open spaces.

Laila thanked SLO CAL for the laminated maps. Mike asked that appreciation be passed onto the SLO CAL team for their support. There was no update available on the Los Osos vacation rental ordinance.

Administrative Items

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

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

Financials: CAO Cuming reviewed the financials. CBID year to date financial reports as of January 2021:

General Fund - YTD through January 2021 against the Budget

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 8 in the pdf file):

Year to date revenue collected is \$139,749 more than what was budgeted year to date. This amount creates additional income thus increasing your net income/bottom line and will be carried forward to next year (assuming expenses in the current year don't exceed the budget, which is highly unlikely).

Year to date expenses paid are \$144,207 less than budgeted year to date.

Net Income is \$283,956 more than budgeted for year to date.

Overall cash decreased by \$100,238 from December (as reflected on the Balance Sheet).

When looking year to date versus the annual budget here are some comments (farthest right columns in the excel documents or page 9 in the pdf file):

CBID has collected 76.68% of the budgeted revenue leaving \$223,098 left to collect between February 1, 2021 and June 20, 2021

CBID has paid 61.91% of the budgeted expenses leaving \$493,465 left to spend.

Upcoming Events/Deadlines

- Form 700 is due April 1, 2021
- Next board meeting dates are March 24 and April 28 via Zoom
- The Coastal Commission meeting March 18, 2021

Discussion Items

Strategy & Topic Discussion

Marketing & Stewardship Travel for Good

- SEO Update: Lori took the board through the background of our SEO efforts and introduced Brad, highlighting some of his accomplishments:

Lori's summary: Brad has fine tuned a process where he gives Jaime a spec sheet to write the content. Brad has worked with the content team on prioritizing content that's searched on the most, so we've tackled the biggest content first. Third, his efforts in this area have really made a difference to our efforts overall: SEO is one of our lowest cost marketing tactics because success in SEO means we don't have to pay for people who just find us naturally. It also helps our paid search cost less because we don't have to bid as much for our key words when our content is so strong. And our content helps deliver valuable information to our potential travelers when they do click on an ad. Our engagement has grown because when someone clicks on an ad that features beaches, for instance, they are directed to a beaches page that really gives them a thorough understanding of our beaches.

Lori mentioned some specific highlights about how SEO has performed over the last 18 months:

1. We currently rank in the first position or bounce between the second and first

position in Google Search for 78 search terms.

2. We are listed in the top three search positions for 263 different search terms.
3. And since we started building authority content in 2018, we have seen the average position of the entire site improve to 18 from 27. So, across all the search terms, we have improved an aggregate of 9 positions...this will continue to improve as well.

Brad walked the board through the presentation including the website rank in Google, movement to the top of search results, targeting of high-quality traffic, cost effective acquisition of high-quality traffic and content being king. SEO efforts began in 2019 and there has been a 143% increase in organic traffic with engagement on site at 2:23. SEO recommendations for 2021 and beyond include:

- building content in other areas to funnel users into Stay options in H1DR
- evolving Stay and Eat templates to make the content more robust for improved search rankings
- and a backlink program to build referrals. Bram said that he really supports the investment being made in SEO.
-

Mike thanked Brad and said that he's really excited about the progress.

- Roll-Up Report: CAO Cuming reviewed the report for January 2021. Shirley noted that she really likes how the report is being presented.

Action Items

Local Fund Board Member Applications

- **None**

Funding Applications:

- **Beautify Cambria TRPR:** CAO Cuming noted that this item does not require CBID Advisory Board approval and Matt verbally approved the \$720 application.

Closing Comments

None

Future Agenda Items

- 2021 | 2022 marketing planning process - draft budget in March, outline in April, plan in May, approval in June

Adjournment

The meeting was adjourned at 1:03pm



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

Agenda

Wednesday, March 24, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/95949328553?pwd=SUZqWUIWQTILZV0eFVtd2xsaURFUT09>

+16699006833,,95949328553#,,, *129847# US (San Jose)

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Highway 1 update
 - February finished strong
 - Direction for 21 | 22 income forecasting
- Upcoming Events | deadlines
 - Board Meetings: April 28 and May 26
 - CBID Renewal – Sequence of Events
 - Form 700 due 4/1/2021

Discussion Items

- Strategy | Topic Discussion
 - Lori Keller, Strategic Direction and FY Marketing Strategy
- Marketing & Stewardship Travel for Good
 - Spring Media Plan
 - Roll up Report
 - H1DR was mentioned in Reader's Digest!

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- John King's resignation
- Spring Media Spend
- LFA Board Member Applications
 - VAC: Toni LeGras, Richard Shannon, Carol Kramer
- Funding Applications
 - CTB and SSTA: Scarecrow Festival Funding and Matching Funds
 - VLOB: Wildcat admin services contract renewal

Future Agenda Items

- 21 | 22 Marketing Planning and Budget (March/April/May)
- Board Succession

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.

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

Board Meeting Minutes
March 24, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King, Bram Winter

Guests: Lori Keller, Ashley Mastako

Call to Order

At 12:08 p.m.

Public Comment

It was noted that Highway 1 could reopen at Rat Creek this summer, hopefully by June.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the February 24 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 February financials:

1. Year-to-date revenue collected is \$157,920 more than what was budgeted YTD. This amount creates an additional income, thus increasing net income/bottom line and will be carried forward to next year (assuming expenses in the current year don't exceed the budget, which is highly unlikely).
2. YTD expenses paid are \$156,114 less than budgeted
3. Net income is \$314,034 more than budgeted YTD
4. Overall cash decreased by \$3,790 from January

When looking YTD versus the annual budget:

1. CBID has collected 83.8% of the budgeted revenue leaving \$155,026 left to collect between March 1, 2021 and June 30, 2021
2. CBID has paid 68.27% of budgeted expenses leaving \$411,008 left to spend

Shirley asked for comparative financials for marketing agency vs BID Bunch.

For fiscal year 2021-2022 CAO Cuming reviewed the budget and recommended using April 2019 through June 2019 actuals, plus January/February/March 2020 to anticipate 21 | 22 assessment collections. The anticipated carryforward would be \$175,000-200,000, allowing for funding of a plan in-line with current marketing.

Laila said that she likes the direction. Gary commented that he agrees with the strategy and Mike said it makes sense. Matt noted that the future is still unsure.

Upcoming Events/Deadlines

- Next board meeting dates are April 28 and May 26
- CBID renewal - sequence of events

Tessa reviewed the sequence of event for CBID renewal:

- April 20, 2021: Resolution of intention and Ordering Notice of Public Hearing to be mailed by the County of San Luis Obispo and a consent item added to Board of Supervisors meeting
- April 20 – 26: Mailed notice of public meeting after adoption of Resolution of Intention
- May 1: Year-end annual report submitted to County
- May 18, 2021: Public meeting held by BOS with an agenda item to allow public testimony; can occur no earlier than 10 days after publication of joint notice is mailed

- July 1, 2021: Tourism assessment collection continues in the BID boundaries

Discussion Items

Strategy & Topic Discussion

- Lori Keller reviewed the board input around strategic direction around Clarity (vision, mission, values, reputation and position):
 - Some objectives may need to be revisited
 - Board agreed that nothing stands out as being wrong - it all still makes sense
 - Reduction of duplication of effort and LFA partnerships has really evolved
 - Objectives: reciprocal scorecard, EPV, influence survey and EI measurements; all to be qualitative in nature and board agrees that the organization is focused on planning and is data driven

Gary said he supports the LFA chairs meeting with the CBID. Laila reviewed the highlights and agrees that in time there has been trust gained with the LFAs, with communication being stronger now. The CBID has made an extra effort to help build them up with things like Crowdriff, photo assets, etc. It's unclear what it takes to do an influence survey.

Visit SLO CAL does EI report and Lori is interested to know if investing the CBID monies to gather more data - is there something missing - anything else needed to be assessed? Gary noted that CBID's focus on becoming a data-driven organization and building a relationship with SLO CAL. A lot has been accomplished without having to be proven through measurement. Shirley suggested extending the current strategic direction to 2022.

Lori asked if additional investments need to be made into measurements. Laila indicated that she is comfortable if things continue as-is. Matt asked if there was a question better posed to the LFAs. Gary asked if there should be a tool to allow LFAs to evaluate the CBID board and marketing program. Shirley suggested diving deeper with each BID Bunch member. CAO Cuming confirmed she will also pursue CBID meeting with all LFA chairs.

Initiatives not yet pursued:

- *Annual process to identify, evaluate and activate constituents, stakeholders and partners.* Gary recalls that these were set during the process so it would allow transparency and getting them closely connected to the CBID. The example provided is SLO CAL's constituent outreach efforts have done well. It was recommended to have a gathering to which constituents are invited to come together. Shirley said she feels in-person is more productive. Laila wants

to see it continue and that virtual could be the solution.

- *Design a method to measure and communicate the impacts of beautification, infrastructure and stewardship efforts.* The board questioned how this can be measured and what will be learned from it. Shirley wants more awareness of what has been achieved so that more locals will support tourism, as happened with the whale tail bench in Cayucos. This could include accomplishments from the year-end report and follow up with a press release. Gary noted that it's difficult to measure and agrees that the annual recap shows growth. Constituent communication is key so Lori suggested working with SLO CAL to help spread information.

Next steps:

- Does the CBID need any COVID reset?
- Opening of Highway 1
- Opening of Hearst Castle
- Closure of the dunes
- What else is on the horizon?

Lori noted that the CBID has ebbed and flowed and are on a continuous reset for the last year. Matt noted that the approach was more aggressive in taking a different path than other DMOs; he wants to keep doing what CBID has been doing and re-evaluate to confirm headed down the right path. Matt asked if COVID will continue to be a part of daily life. Lori agrees that the impact is far reaching and will vary widely across the target audience, but the CBID is well positioned as people begin to travel. The organization should stay nimble and adjust - Laila agreeing that it's important to stay adaptable moving forward. Gary asked about what's happening with marketing and any adjustments being made with media partners; any ideas from BID Bunch members. With more people online now, BID Bunch has been proactive on how to move forward. Matt noted that SLO CAL's leadership is in reset and wants to continue to build that partnership. The board discussed how to refocus knowing the Visit California and international travel will see significant changes; how best to work with organizations such as Visit CA and SLO CAL. Lori noted SLO CAL's role with VCA co-op and CBID's involvement with the SLO CAL marketing retreat.

The 2019-2022 marketing strategy is on track. Marketing leadership with the LFAs will evolve. Mike thanked Lori and Cheryl for their leadership and building a great platform with the website.

Marketing & Stewardship Travel for Good

- Spring media plan: a spring budget extension recommendation was made for April 1 - June 30, 2021. Lori presented 3 options: option 1 included \$22,578 to keep momentum going through the fiscal year; option 2 was for \$15,015; option 3 was for \$10,240. Shirley said that she is comfortable with option 1.

A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve \$22,578.92 for the spring media plan; with no further discussion, the motion was approved by a voice vote of the Advisory Board.

- **Roll-Up Report:** CAO Cuming reviewed the report for February 2021, noting that there were Google Analytics issues for two weeks in February which have since been resolved.

Action Items

- **John King resignation:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to accept John King's resignation from the CBID board. The board all thanked him for his contributions. With no further discussion, the motion was approved by a voice vote of the Advisory Board. Tessa will post the open seat notice.

Local Fund Board Member Applications

- **Cayucos - Toni LeGras, Richard Shannon, Carol Kramer:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to extend Visitor Alliance of Cayucos terms for Toni LeGras, Richard Shannon and Carol Kramer; with no further discussion, the motion was approved by a voice vote of the Advisory Board.

Funding Applications:

- **Scarecrow Festival, Cambria:** Request for \$15,000 from Cambria Tourism Board with \$5,000 in matching funds from CBID (total CTB investment of \$10,000). A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the funding request; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Scarecrow Festival, San Simeon:** Request for \$4,500. A motion was made by Laila Kollmann and seconded by Gary Setting; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Admin Services, Los Osos:** Request for \$9,000 for two year administrative services contract extension with Danielle Dubow. A motion was made by Gary Setting and seconded by Mike Hanchett; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Point-of-Interest Map, Oceano/Nipomo:** Request for \$1,800 by TJA for map updates. Matt approved the expense at \$1,800.

Closing Comments

None

Future Agenda Items

- 2021 | 2022 marketing planning process & budget - April
- Board succession - April
- BID Bunch scopes - May

Adjournment

The meeting was adjourned at 1:42pm



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

Agenda

Wednesday, April 28, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/95975013853?pwd=VnNjdDQ2ZlVlWk1Gc2IyT2VXTmdBQT09>

+16699006833,,95975013853#,,,*707355# US (San Jose)

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - March finished VERY strong
 - Highway 1 opened on 4/23! Hearst Castle status. CA reopening targeted for 6/15
 - CTB CCSD letter
- Upcoming Events | deadlines
 - Board Meetings: May 26 and June 23
 - CBID Renewal – Public meeting/Tessa's presentation on May 18, 2021

Discussion Items

- Strategy | Topic Discussion
 - BID Bunch focus
- Marketing & Stewardship Travel for Good
 - Draft Marketing Budget
 - Roll-up report
 - H1DR was mentioned in T&L – 10 best places to go in June. Only place in CA mentioned.

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
 - ABTA: Dean Hutton
 - VLOB: Katie Lee; Jamie Wallace
- Funding Applications

Future Agenda Items

- 21 | 22 Marketing Planning and Budget – BID Bunch scopes, plan and budget (May)
- CTB: A&H 2-year marketing contract (May)
- Board Succession (June)

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
April 28, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Bram Winter, Gary Setting, Laila Kollman, Mike Hanchett

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Shirley Lyon

Guests: Lori Keller, Ashley Mastako

Call to Order

At 12:05 p.m.

Public Comment

Laila said it is great that Highway 1 is open again.

Presentations

None

Administrative Items

Roll Call: Matt Masia, Bram Winter, 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 March 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 March financials, including the P&L and balance sheet; March finished \$30,778+ over projections.

Highway 1 reopened on April 23 and California is scheduled to reopen on June 15, which will coincide with the Open Arms video series. There is no date yet for Hearst Castle's reopening; the geotech team will be on-site this week to assess the roadway. Mike noted that it may take six months and hopes it is done sooner.

CAO Cuming reviewed the CTB CCSD letter and there were no questions.

Upcoming Events/Deadlines

- Next board meeting dates are May 26 and June 23
- CBID renewal - Tessa said that the mailing has occurred to 1316 constituents. The BOS public meeting is May 18 and the Year End report is due May 3. Matt asked about the formation date, which was provided as July 1, 2009; the CBID is about to begin its 12th year.

Discussion Items

Strategy & Topic Discussion

- CAO Cuming reviewed the budget details:
Scenario 1 - remaining expenses were derived by using the average expenses incurred over the last 9 months and applying that to the remainder of the year, 3 months (April - June)

Net Income as of 03/31/21	\$300,602
Remaining expenses (avg. burn rate)	(255,056)
Projected Income per budget	<u>\$255,056</u>
Estimated Net Income at 06/30/21	\$239,532

Scenario 2 - remaining expenses were derived by using anticipated invoices through June 2021

Net Income as of 03/31/21	\$300,602
Remaining expenses (avg. burn rate)	(327,000)
Projected Income per budget	<u>\$255,056</u>
Estimated Net Income at 06/30/21	\$228,658

Scenario 3 - remaining expenses were taken directly from what remained in the budget as of 4/1/21

Net Income as of 03/31/21	\$300,602
Remaining expenses (avg. burn rate)	(374,061)
Projected Income per budget	<u>\$255,056</u>
Estimated Net Income at 06/30/21	\$181,597

The difference between Scenario 1 and 3 is \$47,935. The following uses Scenario 2 as we have projected each expense line item based on the current situation.

The \$327,000 in projected expenses through year-end yields a remaining balance of \$28,226. With \$6,000 currently in contingency, the CBID will end the year \$34,226 under budget.

All scenarios anticipate budgeted revenue in April, May and June (based on 2019 actuals) totaling \$255,056. If the actual amounts collected exceed this amount, then the amount to be carried forward and available for spending in 2021/2022 will be more than \$181,597. This, in theory, will be the Net Income as of June 30, 2021, and become part of the carryforward in 2021/2022.

Assuming the carryforward is around \$200,000 and the revenue in 2021/2022 is similar to that of 2019 at \$1,111,727, plus the remaining contingency at year-end of \$34,225, the CBID will have \$1,345,952 of budgeted revenue to spend.

CAO Cuming reviewed each highlighted item within the anticipated budget detail, discussing each. She recommended that the CBID contract with each BID Bunch contractor for two years. The board supports this recommendation. Laila feels that streamlining the content will be beneficial. Gary asked about the BID Bunch's integration with LFAs. It was noted that the relationship will always exist and there is an opportunity to look for ways to connect. Mike recalls that the decision was to pursue a strategy of "best in class" in forming the BID Bunch. Laila asked if Mike supported the budget approach and he said he feels good about making the investment in the BID Bunch and agrees with the direction. The board supports the draft budget direction and next step will be to complete the marketing plan based on the budget.

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for March 2021.

Action Items

Local Fund Board Member Applications

- **Avila Beach - Dean Hutton:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve Dean Hutton to the Avila Beach Tourism Alliance board; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Los Osos - Jamie Wallace, Pandora Nash-Karner, Alex Benson:** A motion was made by Mike Hanchett and seconded by Gary Setting to extend the terms of Jamie Wallace, Pandora Nash-Karner and Alex Benson on the Visit Los Osos-Baywood board; with no further discussion, the motion was approved by a voice vote of the Advisory Board.

Funding Applications:

None

Closing Comments

Matt said that he is thankful that the CBID is forging ahead. Laila asked about qualified board members for future board succession, and CAO Cuming noted that this discussion is planned for the May and/or June agendas.

Future Agenda Items

- 2021 | 2022 Marketing Plan and Budget - BID Bunch scopes, plan & budget (May)
- CTB: A&H 2-year marketing contract (May)
- Board succession (May or June)

Adjournment

The meeting was adjourned at 1:25pm



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

Agenda

Wednesday, May 26, 2021 (12pm – 2:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/99116847427?pwd=Mmt3QUpmRnFxUkgrejhWUTRkSXBXUT09>

Meeting ID: 991 1684 7427 Passcode: 061148

+16699006833,,99116847427#,,,,*061148# US (San Jose)

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - CBID Annual Renewal
 - SLO CAL Event and Festivals Strategy MOU
- Upcoming Events | deadlines
 - Board Meetings: June 23 and July 28

Discussion Items

- Strategy | Topic Discussion
 - 21 | 22 Marketing & Media Plan – Lori Keller and Ann Balboa
- Marketing Roll-up Report & Stewardship Travel for Good

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- BID Bunch scopes and CrowdRiff contract
- 21 22 Marketing Plan
- 21 22 Budget
- CBID Advisory Board Member Application – Aaron Graves
- LFA Board Member Applications
- Funding Applications
 - CTB: A&H 2-year marketing contract
 - ABTA: TJA marketing contract renewal
 - O/N: LFA admin renewal
 - O/N: TJA marketing contract renewal

Future Agenda Items

- LFA Board Member Application: VLOB Katie Lee
- EV AGV marketing contract, VAC marketing & social contract, VLOB marketing contract

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.

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

Board Meeting Minutes
May 26, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Gary Setting, Laila Kollman

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett

Guests: Lori Keller, Ashley Mastako, Ann Balboa

Call to Order

At 12:05 p.m.

Public Comment

None

Presentations

None

Administrative Items

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

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

Financials: CAO Cuming reviewed the CBID financial reports as of April 2021:
CBID Financial reports as of April 2021:

1. There is now a larger report with more columns and color. Allows board to see monthly activity (actual vs budget), year to date actual vs. year-to-date budget and year to date actual vs annual budget. Provided in both Excel (as always) and in PDF with the thought that looking at the PDF file when reviewing the General Fund report might be easier on the eyes. This General Fund report ties back to the Bid Bunch expense tracking.
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 11 in the pdf file):
 - a. Year to date revenue collected is \$218,926 more than what was budgeted year to date. This amount creates additional income thus increasing your net income/bottom line and will be carried forward to next year (assuming expenses in the current year don't exceed the budget, which is highly unlikely).
 - b. Year to date expenses paid are \$104,420 less than budgeted year to date
 - c. Net Income is \$323,346 more than budgeted for year to date
 - d. Overall cash increased by \$24,078 from March (as reflected on the Balance Sheet)
3. When looking year to date versus the annual budget here are some comments (farthest right columns in the excel documents or page 12 in the pdf file):
 - a. CBID has collected 102.83% of the revenue, which equates to \$37,250 more than what was budgeted through June 30, 2021
 - b. CBID has paid 81,55% of the budgeted expenses leaving \$244,046 left to spend

- CBID Annual Renewal: The Santa Barbara vacation rental ban was deemed illegal.

Tessa showed an overview of the annual renewal process including the CBID annual report; that there were 26 protests received representing 1.69% of the constituency; and that the Board of Supervisors renewed the district on May 18, 2021. The annual report is available on the Member page of the website.

- SLO CAL Events & Festivals Strategy MOU: CAO Cuming shared the strategy and explained the MOU. Matt asked about the purpose and Ashley noted that

SLO CAL is looking to strategically determine event timing, looking to attract larger events, and create an overall events calendar. Laila asked about planning an event and whether or not to approach the committee to gain feedback.

Upcoming Events/Deadlines

- Next board meeting dates are June 23 and July 28; the July meeting will be in-person and looking at a new location (possibly Cambria Pines Lodge), which Shirley voiced support of

Discussion Items

Strategy & Topic Discussion

- 21 | 22 Marketing & Media Plan: Lori Keller and Ann Balboa presented the [plan highlights and paid media strategy and details](#), which include:
 - Further integration of resources
 - Paid media
 - Drives new users and engagement
 - LFA media co-op becomes a reality
 - Continue to improve but also test

Ann reviewed the paid media presentation. Laila asked about LFA interest in the imperative programs. Support is solid, and Cheryl and Lori reiterated that LFAs are including monies in their 21|22 budgets. Laila thanked Ann for her strategic media plan and noted that the board is excited; she also reminded everyone to be mindful of the communities and the impact of tourists by encouraging stewardship.

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for April 2021.

Action Items

- **BID Bunch Scopes and CrowdRiff contract:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve all BID Bunch scopes for 2021 through 2023 and the CrowdRiff contract for 21 | 22 as presented; Shirley said she really appreciates all the BID Bunch is doing. The motion was approved by a unanimous voice vote of the Advisory Board.
- **21|22 Marketing Plan & Budget:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the \$1,345,952 FY 2021 | 2022 budget as presented; the motion was approved by a unanimous voice vote of the Advisory Board.
- **CBID Advisory Board Member Application for Aaron Graves:** A motion

was made by Laila Kollmann and seconded by Gary Setting to support the CBID board application from Aaron Graves; the motion was approved by a unanimous voice vote of the Advisory Board. Matt confirmed that the next step in the process is for the Board of Supervisors to approve.

Local Fund Board Member Applications

- **None**

Local Fund Area Applications:

- **Cambria - Archer & Hound 2-year marketing contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the 2-year contract effective July 1, 2021 in the amount of \$660,000. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Avila Beach - TJA marketing contract:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the 2-year contract effective July 1, 2021 in the amount of \$400,000. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Oceano/Nipomo - LFA admin contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the contract effective May 1, 2021 through June 30, 2023 in the amount of \$18,112.50. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Oceano/Nipomo - TJA marketing contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the 2-year contract effective July 1, 2021 in the amount of \$93,920. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos - Illegal fireworks:** Matt approved the \$2,000 funding request as the amount does not require CBID board approval. Laila commented about the importance of positive messaging and a positive visitor experience. Shirley shared her experience with illegal fireworks management and has concerns about the impact on people feeling welcome. Laila noted that Toni LeGras volunteered to be part of the committee to ensure wording is appropriate. Matt asked if Cayucos is having fireworks this year and Laila confirmed that they are not.

Closing Comments

None

Future Agenda Items

- LFA Board Member Application: Katie Lee, VLOB

- EV/AGV marketing contract, VAC marketing & social contract, VLOB marketing contract

Adjournment

The meeting was adjourned at 1:45pm



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

Agenda

Wednesday, June 23, 2021 (12pm – 2:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/95549861274?pwd=U0U3djNGZ2RDK2FLV2VvMW1CYkFMUT09>

Meeting ID: 955 4986 1274 Passcode: 676900

+16699006833,,95549861274#,,,,*676900# US (San Jose)

Call to Order – welcome Aaron Graves

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - LFA 21 22 budgets
- Upcoming Events | deadlines
 - Board Meetings: July 28 (in person at the CPL) and August 25 (TBD)

Discussion Items

- Strategy | Topic Discussion
- Marketing Roll-up Report & Stewardship Travel for Good
 - SLO CAL co-op offerings

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
 - VAC: Melissa Kurry
 - EV AGV: Leigh Woolpert
- Funding Applications
 - CTB: Arthritis Foundation sponsorship & matching funds
 - CTB: Lawn Bowling sponsorship & matching funds
 - VAC: Danna Joy social & photography contract renewal
 - VAC: Wildcat Marketing contract renewal
 - VLOB: Wildcat Marketing contract renewal
 - EV AGV: Big Red Marketing contract renewal

Future Agenda Items

- Marketing 20 21 FY Recap Roll-up Report (July with Team Lori)
- LFA Board Member Application: VLOB Katie Lee and SSTA (3 members)
- LFA Funding Applications: VAC Danielle Dubow admin services contract renewal

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.

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

Board Meeting Minutes
June 23, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Gary Setting, Bram Winter, Aaron Graves

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett, Laila Kollmann

Guests: None

Call to Order

At 12:03 p.m.

The CBID Advisory Board welcomed Aaron Graves, whose appointment was approved by the BOS on June 22, 2021. Aaron is excited to be involved.

Public Comment - None

Presentations - None

Administrative Items

Roll Call: Matt Masia, Shirley Lyon, Gary Setting, Bram Winter and Aaron Graves are present.

Consent Agenda: A motion was made by Shirley Lyon and seconded by Gary Setting to approve the May 26 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 CBID financial reports as of May 2021; the month was up 20% from May 2019 with an additional \$14,555.

Following year to date financial reports as of May 2021:

1. General Fund - YTD through May 2021 against the Budget
 - a. This is now a larger report with more columns and color. Allows you to see monthly activity (actual vs budget), year to date actual vs. year to date budget and year to date actual vs annual budget. I am giving the financials to you in both excel (as always) and in PDF with the thought that looking at the PDF file when reviewing the General Fund report might be easier on the eyes. This General Fund report ties back to the Bid Bunch expense tracking.
 - b. 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 11 in the pdf file):
 - i. Year to date revenue collected is \$233,481 more than what was budgeted year to date. This amount creates additional income thus increasing your net income/bottom line and will be carried forward to next year (assuming expenses in the current year don't exceed the budget, which is highly unlikely).
 - ii. Year to date expenses paid are \$92,190 less than budgeted year to date
 - iii. Net Income is \$325,672 more than budgeted for year to date
 - iv. Overall cash increased by \$28,913 from April (you can see this on the Balance Sheet)
 - c. When looking year to date versus the annual budget here are some comments:
 - i. You have collected 114.54% of the revenue, which equates to \$139,068 more than what was budgeted through June 30, 2021
 - ii. You have paid 88.02% of the budgeted expenses leaving \$297,623 left to spend

CAO Cuming presented the 2021 2022 local fund area budget detail:

Upcoming Events/Deadlines

- Next board meeting dates are July 28 at Cambria Pines Lodge and August 25; board will determine if the August meeting is needed. Tessa asked about a hybrid meeting option with Zoom and in-person; she will confirm that CBID and LFA can do so without any Brown Act concerns.

Discussion Items

Strategy & Topic Discussion

- None

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for May 2021 and noted highlights including web session growth, SEO progress, new content, butterfly videos and PR coverage such as AFAR, Forbes, Parade, Paradise and more.
 - SLO CAL co-op offerings: CAO Cuming reviewed the options for the asset co-op and confirmed the team agrees that CBID should pursue option #1 or #2, totaling \$10,000. The research co-ops were reviewed and CBID will not pursue at this time.

Action Items

Local Fund Board Member Applications

- **Cayucos - Melissa Kurry:** A motion was made by Bram Winter and seconded by Gary Setting to accept Melissa Kurry's board renewal letter for Cayucos. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.
- **Edna & AG Valley - Leigh Woolpert:** A motion was made by Shirley Lyon and seconded by Bram Winter to accept Leigh Woolpert's board renewal

letter for EV AGV. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Area Applications:

- **Cambria - Arthritis Foundation sponsorship & matching funds:** A motion was made by Matt Masia and seconded by Gary Setting to approve the sponsorship of \$10,000 with \$5,000 in CBID matching funds. Bram said it would be great if others in the community engaged more with the Foundation as they have lots of resources. Matt confirmed that Cycle Central Coast is supportive. Shirley asked about Eroica dates and CAO Cuming confirmed the arthritis ride is on September 21, and currently Eroica is scheduled for November. Bram noted that they will come through Cambria either way. The motion was supported by Matt, Gary and Shirley; Bram abstained. Motion carries.
- **Cambria - Lawn Bowling sponsorship & matching funds:** Application is for \$5,000 with \$2,500 in CBID matching funds. Bram noted that it's a new event and feels the board should give it a try. Aaron asked about the opportunity to create overnight stays. Matt agrees with Bram to support. A motion was made by Shirley Lyon and seconded by Gary Setting to approve the sponsorship with matching funds. The motion was approved by a voice vote of the Advisory Board; Gary noted his support as a matter of principle since the prior funding approval was negated by COVID cancellation of the event. Motion carries.
- **Cayucos - Danna Joy social & photography contract:** A motion was made by Gary Setting and seconded by Bram Winter to approve the Danna Joy Images contract effective July 1, 2021 for 1 year in the amount of \$42,000. Matt asked about the difference between social media and marketing services and CAO clarified. The motion was approved by a voice vote of the Advisory Board. Motion carries.
- **Cayucos - Wildcat Marketing contract:** A motion was made by Gary Setting and seconded by Bram Winter to approve the 1-year Wildcat Marketing contract effective July 1, 2021 in the amount of \$28,426.68. Shirley said she feels it started slow and is picking up now as Danielle is doing a good job; Gary agreed. The motion was approved by a voice vote of the Advisory Board. Motion carries.
- **Los Osos - Wildcat Marketing contract:** CAO Cuming noted that VLOB did not have quorum so this item will be moved to July.
- **Edna & AG Valley - Big Red Marketing contract:** A motion was made by Shirley Lyon and seconded by Gary Setting to approve the 1-year Big Red Marketing contract effective July 1, 2021 in the amount of \$30,000. With no further discussion the motion was approved by a voice vote of the Advisory Board. Motion carries.

CAO Cuming noted that both Avila Beach and San Simeon approved the Cycle Central Coast sponsorship at \$14,000 each within their 21 22 marketing budgets.

Closing Comments

Shirley said she is looking forward to seeing everyone in-person. Aaron said he's seeing a good summer ahead. Both Shirley and Aaron thanked everyone.

Future Agenda Items

- Marketing 20 21 FY recap Roll-up Report (July)
- LFA Board Member Applications: VLOB Katie Lee and SSTA (3 members)
- LFA Funding Applications: VAC Danielle Dubow admin services contract renewal, VLOB Wildcat Marketing contract renewal

Adjournment

The meeting was adjourned at 1:16pm



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, July 28, 2021 (12pm – 2:30pm)
Cambria Pines Lodge**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: August 25 (TBD) and September 22 or 29

Discussion Items

- Strategy | Topic Discussion
- Marketing Roll-up Report & Stewardship Travel for Good
 - 20 21 Fiscal Year Roll-up Report

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- CBID Chair
- LFA Board Member Applications
 - SSTA: Mike Hanchett, Paul Panchal, Miguel Sandoval
- Funding Applications
 - CTB & SSTA: BlendFest & matching funds (\$10,000 each; \$2,500 each)
 - CTB: Country Coast Classic (\$1,740; \$870 matching)
 - VAC: Danielle Dubow admin services contract renewal (\$9,900)
 - VLOB: Danielle Dubow/Wildcat Marketing contract renewal \$(33,028)

Future Agenda Items

- LFA Board Member Application: VLOB Katie Lee
- CBID Board Succession: Shirley's retirement; renew Bram, Matt & Gary

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
July 28, 2021, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Laila, Kollmann, Bram Winter, Aaron Graves

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett, Gary Setting

Guests: Melissa Murray, SLO CAL

Call to Order

At 12:06 p.m.

Public Comment

Bram Winter introduced Melissa from SLO CAL. There was general discussion about the Hearst Castle road closure.

Presentations

None

Administrative Items

Roll Call: Matt Masia, Shirley Lyon, Laila, Kollmann, Bram Winter and Aaron Graves are present.

Consent Agenda: A motion was made by Shirley Lyon and seconded by Bram Winter to approve the June 23 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann and Aaron Graves abstained.

Financials: CAO Cuming reviewed the CBID financial reports reflecting \$41,000 increase in assessment collections for June. The actual carryforward into the 2021/2022 fiscal year is \$319,591. With projected revenues in the coming year of \$1,111,727, the amount of funds available is \$1,431,318. This includes \$11,000 in contingent allocations that were not spent in the 2020/2021. Estimated expenses total \$1,335,727 leaving an overall available contingency of \$85,866.

Administrative: CAO Cuming shared the success of Google Local Guide generating 25M+ views. Bram shared the status of group business and noted vacation rentals are doing well. Occupancy is down but RevPAR is up. The group noted that staffing is difficult. Melissa shared SLO CAL update and customer service training. Bram noted the importance of this with the new Generation Z guests. The training is self-paced and can be completed virtually.

Upcoming Events/Deadlines

- Next board meeting dates are August 25 and September 22; board will determine if the August meeting is needed.

Discussion Items

Strategy & Topic Discussion

CAO Cuming reminded the board of the philosophical approach for the current environment: *Let's 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's 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!!*

This led into the presentation of the FY 20 21 Roll-Up Report.

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for 2021 and Shirley expressed an interest to include Morro Bay as part of the CBID structure. Aaron, as a past Morro Bay TID chair, noted that TID has gone from being under the purview of the city, and then shifted back to the lodging owners, and has a new manager.

Highway 1 Discovery Route

FISCAL YEAR RECAP

JULY 1, 2020 – JUNE 30, 2021

WEBSITE ANALYTICS

Users up
50%
year over year



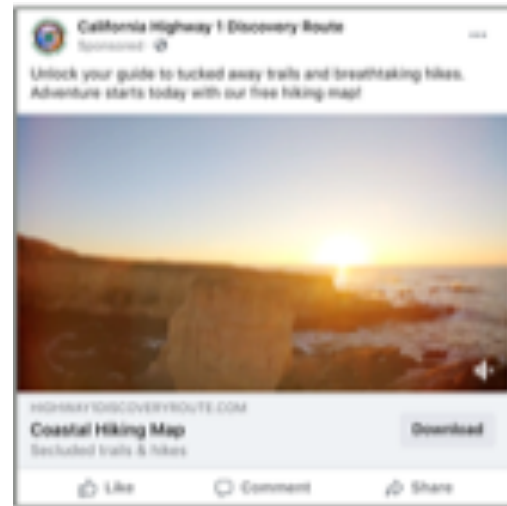
633,169
Total Users

715,425
Total Sessions

1.57
Total Pages/Sessions

0:01:07
Avg. Session Duration

TRAVEL FOR GOOD

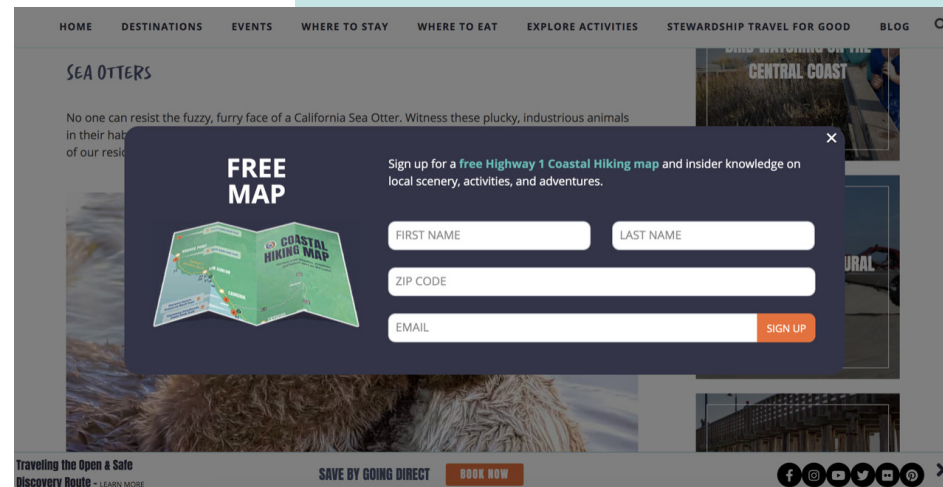


Facebook

6,735 downloads via form fill and FB retargeting

\$1.57 CPD

1 IN 5
CONVERTED
FROM CLICK



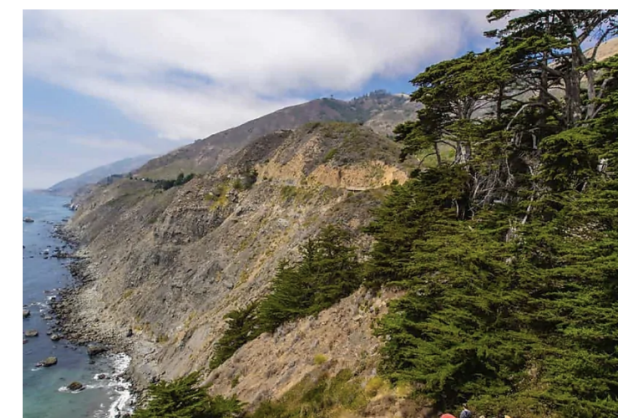
SFGATE Native Ads

58 downloads

1:44 time spent

15% 1+ min

1 in 8 converted from clicks



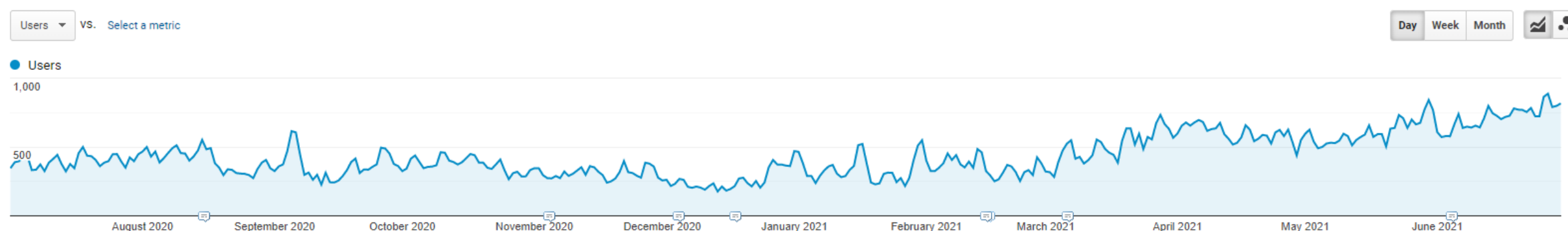
PAID CONTENT

Sign up for a free Highway 1 Coastal Hiking map and insider knowledge on local...

BY: Highway 1 Discovery Route

ORGANIC SEARCH

Organic search responsible for **24%** of total traffic for FY 2020–21



ORGANIC SEARCH – MOST-TRAFFICKED PAGES

Page	Pageviews	Unique Pageviews	Average Time on Page
activities/the-best-beaches-in-central-california/	147,120	164,880	1.64
activities/elephant-seals-san-simeon/	80,091	95,538	1.3
Home Page	164,073	176,709	1.29
/ragged-point/	113,123	128,025	1.97
/activities/montana-de-oro-state-park/	54,186	61,258	1.58



Average search position up **20%**



Major authority pages in top **5**



Clicks up over **401%**

PAID MEDIA

Month	Impressions	Clicks	CTR	Spent	CPC	CPM	CPE
July 2020 – June 30, 2021	61,551,071	978,101	1.59%	\$392,063.28	\$0.40	\$6.37	\$0.29

50%
More Clicks

60%
Better than
2020

60%
Better than
2020



Paid media **70%** of all new users

Goal conversions up **433%** over last year

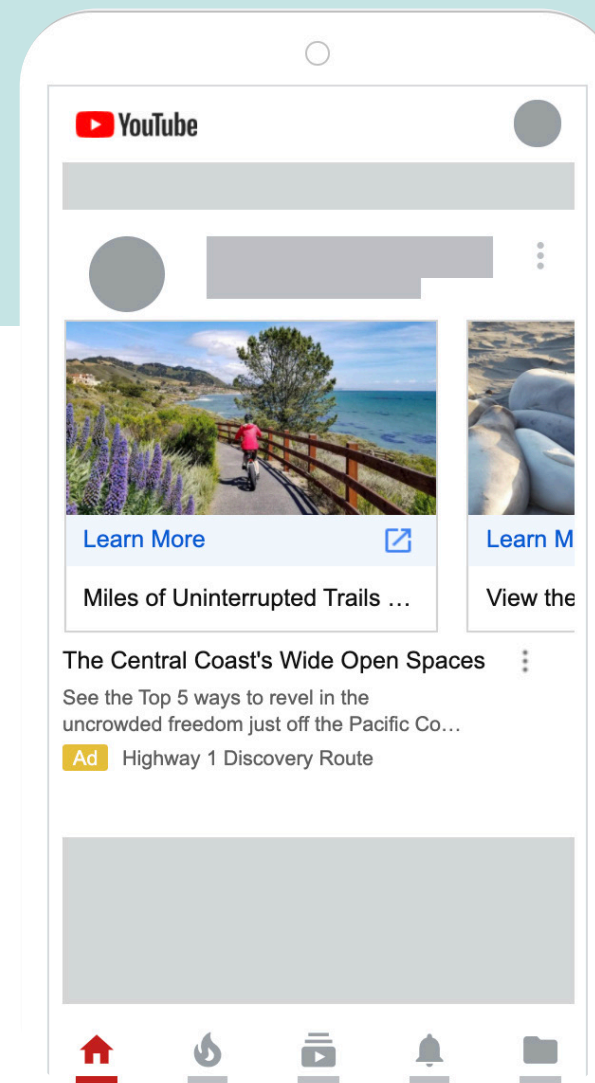
20% of those who clicked a Map Ad
downloaded it

SEM

Month	Impressions	Clicks	CTR	Spent	CPC	CPM
July 2020 – June 30, 2021	13,134,373	481,270	3.66%	\$180,301.83	\$0.37	\$13.73

Key words
driving
conversion

“cayucos,” “driving the coast of california,” “beaches near pismo,” “cambria things to do,” “places to explore in california,” and “highway 1 trip planner”



Overall spend on Google Ads up **59%**

Clicks up **420%**

1+ minute sessions across all sites up more than **150%**

PHOTOGRAPHY AND VIDEO ASSETS

Over
8,337
photos in FLICKR

1,330
photos in the last
12 months

106+
videos in the last
12 months

3 videos
Scenic Drives

5 videos
Sea Life & Tidepools

6 videos
Farm Fresh

49 videos
Shopping & Dining

6 videos
Golf Courses

1 video
Season of Coastal Discovery

3 videos
Fishing

9 videos
Open Arms Series

5 videos
Cycling


4 videos
Butterfly Grove

12 videos
Beaches


4 videos
Surfing Videos



EMAIL



Just a Road Trip Away

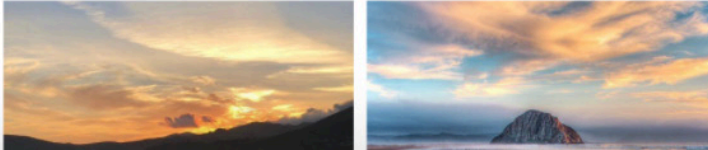


You can picture yourself here, or, you can make it happen.









Visitors to the Central Coast are raving, and can we blame them? Our stretch of Highway 1 boasts miles of sandy, uncrowded, untouched, and unbelievably scenic beaches. We've put together a list of the [best beaches](#) and the [best surfing spots](#) in the area, so you can focus on packing for the road trip ahead.

[EXPLORE THE BEST BEACHES](#)

[FIND THE BEST SURF](#)



Recipients	Opened	Open Rate	Clicks	CTR	Bounced	Unsubscribes	Unsubscribe Rate
271,687,545	307,864	18.2%	19,480	1.20%	8,019	4,791	0.3%

	1. Welcome to Highway 1 Discovery Route Immediately after subscribed contacts join or are imported to your audience View subscribers in queue	52.9% Opens	32.2% Clicks	14,154 Sends
	2. Beaches Email 2 days after subscribers are sent previous email View subscribers in queue	35.9% Opens	8.4% Clicks	13,812 Sends
	3. Wide Open Spaces Email 2 days after subscribers are sent previous email View subscribers in queue	28.7% Opens	5.8% Clicks	13,646 Sends
	4. Hiking Email 3 days after subscribers are sent previous email View subscribers in queue	27.7% Opens	4.6% Clicks	13,469 Sends
	5. Biking 5 days after subscribers are sent previous email View subscribers in queue	24.8% Opens	1.9% Clicks	13,190 Sends
	6. Whale Watching 5 days after subscribers are sent previous email View subscribers in queue	23.3% Opens	5.1% Clicks	12,853 Sends
	7. Marine Life 5 days after subscribers are sent previous email View subscribers in queue	22.9% Opens	2.8% Clicks	12,641 Sends
	8. Historic Piers and Lighthouses Email 5 days after subscribers are sent previous email View subscribers in queue	23.1% Opens	3.8% Clicks	12,454 Sends

HIGHEST CLICK RATE
FOR VIDEOS INCLUDED IN
EMAIL

CTA BUTTONS AND
RELEVANT HYPERLINKS
SAW MANY CLICKS

BEACH IMAGERY
INCLUDED IN MOST
EMAILS WITH
HIGHEST CTR

SOCIAL



101,128

Total Fans

+5%

174

Total Posts

-22%

11,919,615

Total impressions

+11%

475,639

Total Engagement

+93%

300,706

Total Link Clicks

+189%

567,655

Video Views (Not To Completion)

+531%

388,857

Video Views (100%)

+2713%

California Highway 1 Disco...

Wed 6/9/2021 3:15 pm PDT

Ragged Point is more than just awe-inspiring views... the food scene there is a must-stop. From breakfast to burgers, t

Total Engagements	12,185
Reactions	6,520
Comments	491
Shares	736
Post Link Clicks	753
Other Post Clicks	3,685

California Highway 1 Disco...

Thu 11/26/2020 8:24 am PST

Happy Thanksgiving, we are thankful for you making us a part of your beautiful travel memories! What are you most

Total Engagements	6,427
Reactions	3,475
Comments	463
Shares	394
Post Link Clicks	—
Other Post Clicks	2,095



31,820

Total Followers

+24%

153

Total Posts Sent

-10%

3,793,066

Total Impressions

-31%

102,604

Total Engagement

-21%

122

Number of Stories

4,797

Average Story Views

highway1discoveryroute

Wed 2/24/2021 8:37 am PST

The Coastal Discovery Trail brings the best of our 100 miles of Pacific coastline right to you. Pick and choose the elements of

Total Engagements	3,229
Likes	2,236
Comments	53
Saves	940



94,694

Total Views

+872%

60,270

Total Watchtime (Min)

+396%

Beaches 3min

Top Video

PUBLIC RELATIONS

18
Top 50
outlets



Bixby Creek Bridge on Highway #1 at the US West Coast traveling south to Los Angeles. Big Sur Area. ©Michael Unneberg/Shutterstock

Take the Highway 1 Discovery Route

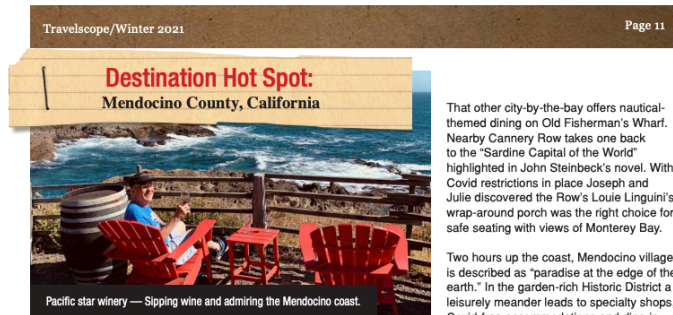
The [Highway 1 Discovery Route](#) extends for a hundred miles along California's Central Coast, which stretches from Monterey Bay all the way down to Ventura. Between the months of October and February, monarch butterflies migrate to groves along the coast from Pismo Beach to Morro Bay. There are a variety of ways to visit these groves, and many can be viewed from golf courses that line the coast, such as [Sea Pines](#), a resort and nine-hole executive golf course in Los Osos. The Highway 1 Discovery Route also encompasses the Santa Ynez Valley and San Luis Obispo region, a sweet spot for wine tasting. Spend some time sampling wine in the charming town of [Los Olivos](#), which is surrounded by vineyards, lavender farms, ranches,

Solvang's Julefest and Digital "Nisse Adventure"



@ Central Coast Pictures // SolvangUSA.com

Recently named by Country Living as [one of the USA's "Best Christmas Towns,"](#) this quaint, Danish-inspired village is illuminated with celebratory scenes. More than 100 Christmas trees line the downtown streets, with stores competing in the annual tree



Ahh...The open road. Fresh air. Inspiring scenery. A road trip is the perfect getaway in these Covid-focused times. But where to go? Joseph and Julie recently hopped onto one of the world's most scenic drives and motored along California's coastal Highway 1 from Los Angeles to naturally blessed Mendocino County in Northern California. While Mendocino and its wineries, eateries, sea and forest activities was their final destination, the twosome stopped along the way at the many Highway 1 attractions.

Paralleling the Pacific for 100 miles from Nipomo/Oceano north to Ragged Point, this stretch of road is dubbed the "Highway 1 Discovery Route." It's packed with natural and man-made marvels to satisfy all interests.

The town is an excellent base for walks through the giant ancient redwoods of Hendy, Montgomery Woods and Russian Gulch Parks and the seaside trails of Jug Handle Reserve. When water sports prove irresistible Liquid Fusion Kayaking offers guided ocean and river excursions that highlight the county's abundant bird and sea life.

J and J spent a delightful day along the Mendo Wine Trail – aka Route 128 in the Anderson Valley. Their tour began on the rustic "tasting porch" of Seebass Family Wines where Michelle Willoughby graciously poured tasty samples of their small-lot Estate Chardonnays, Pinot

Flash, Cinnabar, on the California Coast



Piedras Blancas Elephant Seal Rookery in Cambria.

Cambria, California is workcation, learn-cation, vacation perfection

By Mary Charlebois

Cambria, California is one of those sleepy little coastal towns you've never heard of. You may have driven past this old California community on your way to a historic castle nearby.

7x7

HOLIDAY RECIPES GETAWAYS EAT + DRINK



Weekend on the Central Coast: Foraging, Tasting, Wildlife + Small-Town Inns

oll Dec 04, 2020

THIS STORY



is hunkering back down with new stay-at-home orders expected in higher I road trip may not be in the cards just at

for safe traveling will soon return. Bookmark this ture (seaweed foraging and zip lining), beauty (a ess (beachside wine tasting), and cozy places to

's + Beachside Stops

View Profile

Thank You
QUESTIONS?



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

Board Meeting Minutes
July 28, 2021, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Laila, Kollmann, Bram Winter, Aaron Graves

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett, Gary Setting

Guests: Melissa Murray, SLO CAL

Call to Order

At 12:06 p.m.

Public Comment

Bram Winter introduced Melissa from SLO CAL. There was general discussion about the Hearst Castle road closure.

Presentations

None

Administrative Items

Roll Call: Matt Masia, Shirley Lyon, Laila, Kollmann, Bram Winter and Aaron Graves are present.

Consent Agenda: A motion was made by Shirley Lyon and seconded by Bram Winter to approve the June 23 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann and Aaron Graves abstained.

Financials: CAO Cuming reviewed the CBID financial reports reflecting \$41,000 increase in assessment collections for June. The actual carryforward into the 2021/2022 fiscal year is \$319,591. With projected revenues in the coming year of \$1,111,727, the amount of funds available is \$1,431,318. This includes \$11,000 in contingent allocations that were not spent in the 2020/2021. Estimated expenses total \$1,335,727 leaving an overall available contingency of \$85,866.

Administrative: CAO Cuming shared the success of Google Local Guide generating 25M+ views. Bram shared the status of group business and noted vacation rentals are doing well. Occupancy is down but RevPAR is up. The group noted that staffing is difficult. Melissa shared SLO CAL update and customer service training. Bram noted the importance of this with the new Generation Z guests. The training is self-paced and can be completed virtually.

Upcoming Events/Deadlines

- Next board meeting dates are August 25 and September 22; board will determine if the August meeting is needed.

Discussion Items

Strategy & Topic Discussion

CAO Cuming reminded the board of the philosophical approach for the current environment: *Let's 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's 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!!*

This led into the presentation of the FY 20 21 Roll-Up Report.

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for 2021 and Shirley expressed an interest to include Morro Bay as part of the CBID structure. Aaron, as a past Morro Bay TID chair, noted that TID has gone from being under the purview of the city, and then shifted back to the lodging owners, and has a new manager.

Action Items

CBID Chair: Matt was thanked by all for his service as Chair. CAO Cuming noted that Gary is currently Secretary and will move into the Vice Chair role as Bram becomes Chair.

A motion was made by Laila Kollmann and seconded by Matt Masia to appoint Bram Winter as Chair with a two-year term. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Board Member Applications

- **San Simeon - Mike Hanchett, Sr., Miguel Sandoval, Paul Panchal:** A motion was made by Laila Kollmann and seconded by Matt Masia. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Area Applications:

- **Cambria & San Simeon - BlendFest:** Both LFAs are requesting \$7,500 and \$2,500 each matching (\$5,000 total) from CBID. A motion was made by Laila Kollmann and seconded by Aaron Graves to approve the CTB and SSTA applications and matching fund requests. Bram mentioned that there is a lawn bowling group of four staying at Cambria Pines Lodge as is excited to see events come back. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Cambria - Country Coast Classic:** Application is for \$1,740 with \$870 in CBID matching funds. Bram noted that it's a very local, community-based event. A motion was made by Laila Kollmann and seconded by Aaron Graves to approve the application and the matching fund request. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos - Admin service contract:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve the two-year admin services contract for Danielle Dubow in the amount of \$9,900. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Los Osos - Marketing service contract:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve the one-year marketing services contract for Danielle Dubow in the amount of \$33,027.88. The motion was approved by a unanimous voice vote of the Advisory Board.

Closing Comments

None

Future Agenda Items

- LFA Board Member Application: VLOB Katie Lee

- CBID Board Succession: Shirley's retirement; renew Bram, Matt & Gary

Adjournment

The meeting was adjourned at 1:36pm



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

Agenda

Wednesday, September 22, 2021 (12pm – 2pm)

Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: October 28; consider combining Nov/Dec meeting on 12/8 via Zoom

Discussion Items

- Strategy | Topic Discussion
 - September Campaign Launch – SLO CAL co-op and Hidden Secrets along Highway 1
- Marketing & Stewardship Travel for Good
 - August Roll-up Report
 - Monterey Bay National Marine Sanctuary selects Stewardship program for Sea Star award

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- CBID Board Succession: Shirley's retirement; renew Bram, Matt & Gary
- LFA Imperative Program funding and LFA matching funds
- LFA Board Member Applications
- Funding Applications
 - CTB: Marketing Contingency (\$10,000) for VisitCambria domain (\$6,000)
 - CTB: Cambria Chamber Art & Wine Festival (\$8,500)
 - VAC: Vet's Hall Restoration (letter of support and future funding)
 - EV AGV: SLO Coast Wine Collective partnership funding (\$4,200)

Future Agenda Items

- CAO Contract Renewal (expires 12/31/2021)
- LFA Board Member Application: VLOB Katie Lee

Closing Comments

- Happy Retirement to Shirley

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
September 22, 2021, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: CAO Cheryl Cuming

Absent: Tessa Cornejo

Guests: Vanessa Rodriguez, SLO CAL; Lori Keller, Lori Ritchey

Call to Order

At 12:09 p.m.

Public Comment

None

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Matt Masia to approve the July 28 minutes with no changes. With no further discussion,

these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett and Gary Setting abstained.

Financials: CAO Cuming reviewed the CBID financial reports. As of 9/14/2021 Connect Accounting has posted the activity and reconciled the accounts through August 2021.

Below is a summary of the year-to-date financial reports as of August 2021:

1. General Fund - August 2021 against the Budget - This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$211,780 in expenses for July and August.

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 3 in the pdf file):

1. Year to date revenue collected, \$350,733, is \$165,446 more than what was budgeted year to date.
2. Year to date expenses paid, \$211,780, came in under budget by \$25,522.
3. Net Income is \$451,045 which is \$190,968 more than budgeted for year to date
4. Overall cash allocated to the General Fund increased by \$44,712 from July (this variance can be determined when reviewing the Balance Sheet)

Upcoming Events/Deadlines

- Next board meeting dates are October 27 at Cambria Pines Lodge and December 8 via Zoom (December will be a November/December meeting)

Discussion Items

Strategy & Topic Discussion

CAO Cuming recognized the extra effort from Lori Ritchey ensuring the campaign assets, tagging, social back-end and content was all lined up properly for the launch of the Fall Hidden Secrets campaign. Lori R, along with Lori Keller, presented the details on the SLO CAL co-op, the campaign media, campaign asset roll-out and initial results.

Highway 1 Hidden Secrets Campaign

SLO CAL Co-op Overview

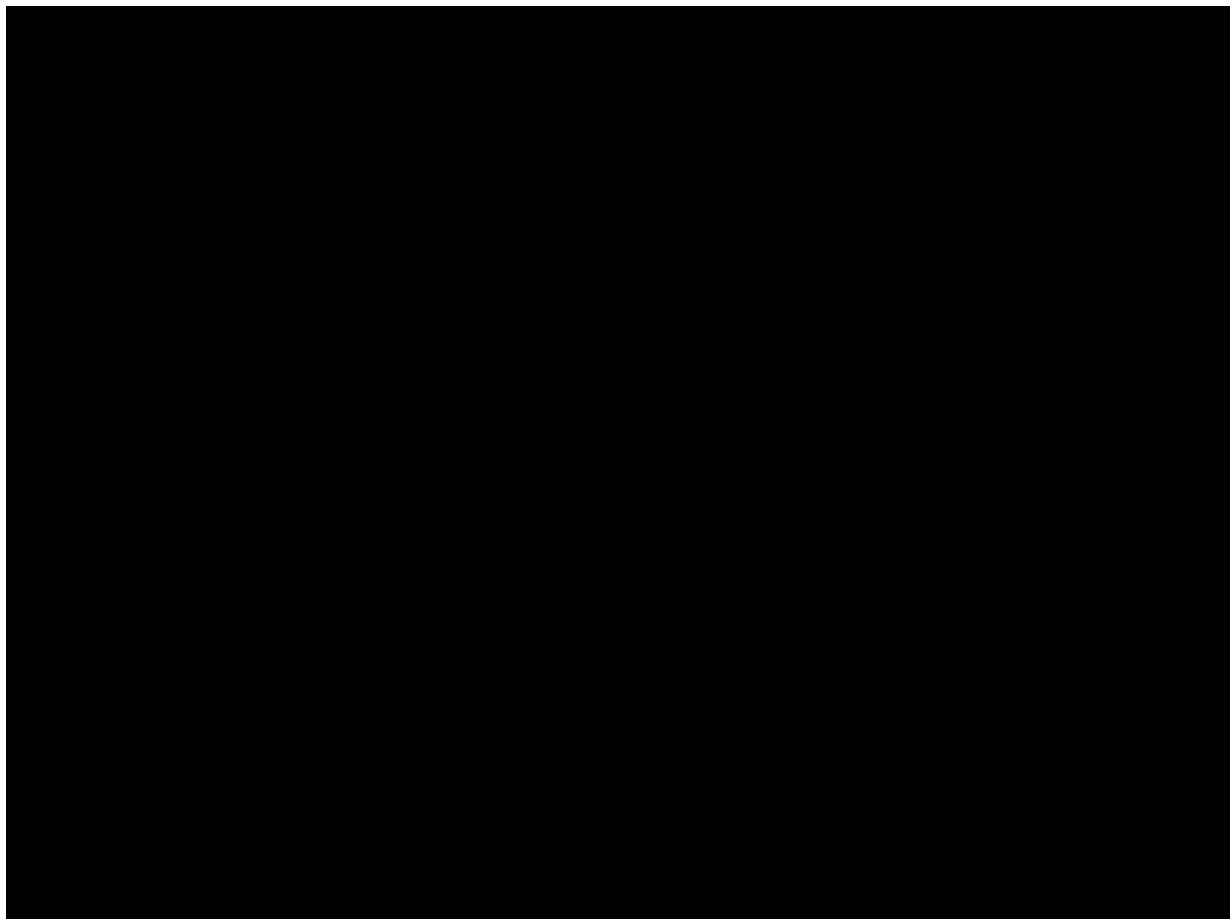
Visit SLO CAL is in development of a new Life's Too Beautiful to Rush® brand campaign consisting of Hero Brand assets and House of Brands assets. Hero Brand assets will tell the overarching SLO CAL brand story and bring the Living Vividly messaging strategy to life, with House of Brands assets presenting distinct experiences in Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, San Luis Obispo and along the Highway 1 Discovery Route.

OPTION 1: CO-OP VIDEO ASSETS — \$10,000

- Creation of destination-specific video assets within the new SLO CAL brand campaign to augment display, native and social assets.
- Includes Visit SLO CAL distribution of video assets within the paid media campaign (retargeting people who viewed SLO CAL brand video).

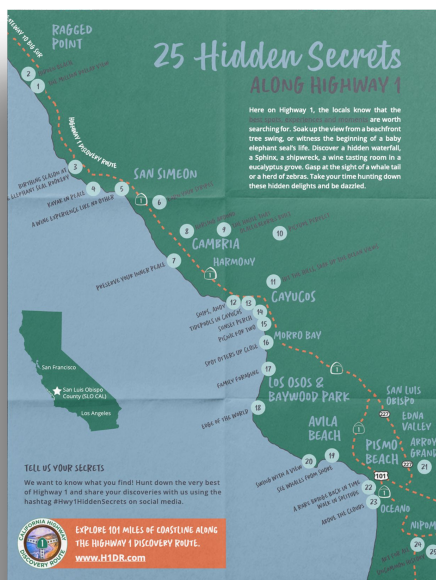
OPTION 2: CO-OP VIDEO ASSETS EXPANDED DISTRIBUTION — \$10,000

- Leveraged media buy-in for expanded distribution of destination video assets within Visit SLO CAL campaign.
- Three (3) months of activity across Facebook, Instagram, YouTube, etc. based on investment level (actual media channels TBD).





Lead Gen Downloadable Map



DOWNLOAD A FREE HIDDEN SECRETS MAP

Sign up to receive your **free Highway 1 Hidden Secrets map** with insider knowledge to the best hidden spots for your Highway 1 roadtrip.

FIRST NAME

LAST NAME

ZIP CODE

EMAIL

SIGN UP

DOWNLOAD A FREE HIDDEN SECRETS MAP

Sign up to receive your **free Highway 1 Hidden Secrets map** with insider knowledge to the best hidden spots for your Highway 1 roadtrip.

FIRST NAME

LAST NAME

ZIP CODE

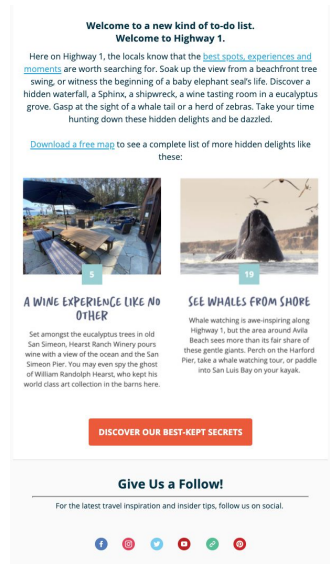
EMAIL

SIGN UP

H1DR Email

Subject Line: We have a secret to share.

Preview Text: *|FNAME|*, check out 26 Hidden Secrets Along Highway 1. □



H1DR Social



Ships ahoy matey!

Stroll along the winding Estero Bluffs Trail near @cayucosca, and you'll see an old fishing boat that ran aground in 2017 and was left in the little cove there.

During low tide, you can carefully walk out to the ship- watch out to not slip! #Hwy1HiddenSecrets

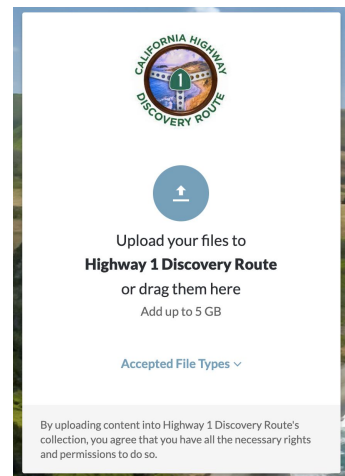
Image by @weirdca



You can easily see why this rounded sculpture near the @raggedpointinn has been fondly nicknamed the "gateway to Big Sur" or the "million-dollar view".

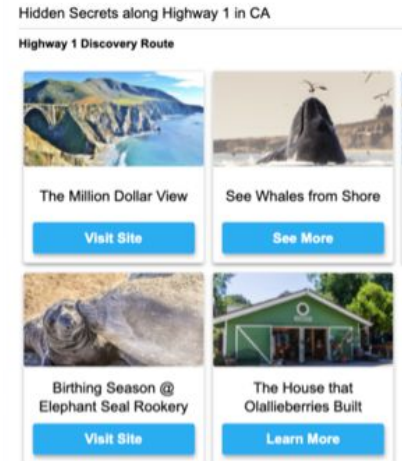
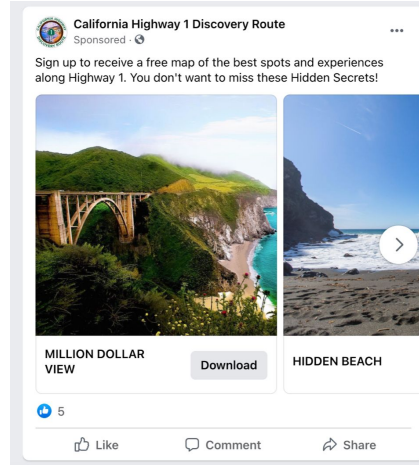
Embrace the best of the West and one of the nation's top attractions in Big Sur with sparkling vast views of the Pacific, towering mountains, and our beloved scenic #Highway1DiscoveryRoute. #Hwy1HiddenSecrets

Image by @sanluisobispo



#Hwy1HiddenSecrets

Paid Media

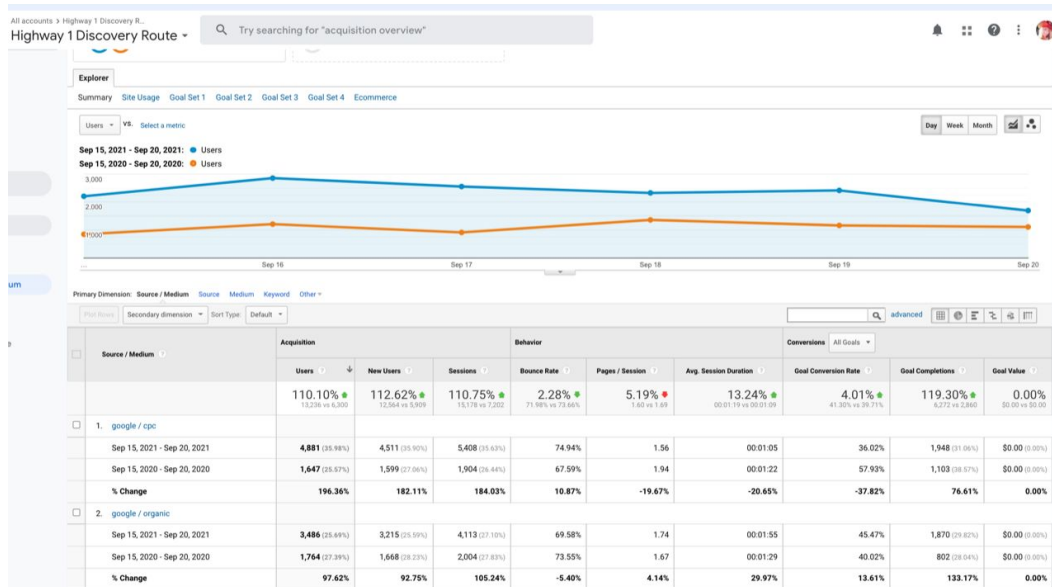


Media Flow Chart

Custom content	STEWARDSHIP	TBD	PRINT ADS	CRM Use
Prospecting & Retargeting Ads	MAP Download	LFA	LFA INITIATIVE TESTING	Google Properties

BUILDING CONNECTIONS	MEDIA MIX / PLACEMENT	PARTNER	6/12 - 8/15				9/15-11/31		Coastal Dis 12/26 - 2/15		2/15 - 6/15	CPM/ CPC	IMPRESSIONS/Clicks	HWY1 TOTAL SPEND	VALUE AD
			J	J	A	S	O	N	J	F	F - J				
INFORM & DISCOVER	Native Content So Cal	LA Times Interactive Map Social integration/ map Download												11,000	
	Native Content Nor Cal	SFGate Stories + Hub + Native				13k Engagements			17k Engagements		13k Engagements	\$6	16,000,000	\$97,000	
	CRM Look-alike Eblasts	LATimes & Sfgate												\$32,000	
		LFA: Stories SFGate								tbd					
	Print	SF Chronicle Print Ads						TBD		TBD	TBD		660,000	\$0	\$78,210
	SEM (Brand + LFAs)	Google (+ YouTube after Summer)										\$10 CPM/ \$2 CPC	17,000,000	\$156,000	
ENGAGE/Re-ENGAGE / AMPLIFY		LFA SEM								\$18,000		**	1,750,000	\$18,000	
	Prospecting: Programmatic & Social Plus Video, Behavioral, Geo, Feed/ Interest based Dynamic Creative	FB/Instagram, Reddit, TikTok, Pinterest, TradeDesk Video										\$15	2,184,000	\$33,500	\$10,000
	White Listing	LATimes: Travel & Leisure, LFA Social										\$10	742,500	\$7,500	
		The Trade Desk: Facebook, Display, Video, Instagram, Engaged users, Email, Map										\$15	1,650,000	\$25,000	
	Retargeting: Programmatic & Social	LFA Retargeting								tbd		\$11	5,317,500	\$57,500	1500
	Map Download Program	Facebook, Google (See SEM), SFGate (Free)										\$6	1,725,000	\$9,750	\$1,500
	Contingency													\$12,750	
	SUB TOTAL SUMMER		\$16,000									\$10	47,029,000	\$460,000	\$89,710
	SUBTOTAL FALL (9/15-11/31, SEM through 12/31))					\$149,470							93k Clicks		20%
	SUBTOTAL REMAINING for 2022 (of which \$93k is SEM)								\$281,780						
	NON LFA CONTINGENCY								\$12,750.00						
	GRAND TOTAL HWY1 (excluding LFA)								\$460,000						
	INCLUDED: LFA already ASSIGNED: Social /SEM								\$43,000.00						

Paid Media Results



Significant uptick than this time a year ago (12k users vs 5.9k)



Nearly 25% of everyone who clicked and landed on the Map form, converted to download a map.



Average sessions duration up 13%, conversion to 1+ minute way up goal conversions up 4% and a massive increase in goal completions (6.2k vs 2.8k a year ago)

Laila asked about how the campaign was integrated with LFAs, and CAO Cuming confirmed that LFA marketing folks have identified the hidden secrets with their areas and will be promoting the campaign via social. Overall, the CBID was excited about the continued marketing progress and was encouraged by the initial results of the Hidden Secrets campaign.

Marketing & Stewardship Travel for Good

Team Lori presented the details from the August roll-up report. The board did not have any questions.

CAO Cuming noted that the Stewardship Travel for Good program received the Sea Star award from the MBNMS Foundation. In celebration of the 29th Anniversary of the Monterey Bay National Marine Sanctuary, the Foundation presented awards to organizations who have contributed significantly to the sanctuary through education, conservation, research and business. Katie Sturtevant, our Stewardship Travel for Good director, was present to accept the award. CAO Cuming did confirm that Hilary is doing outreach to get local and regional coverage for this award and our Stewardship program.

Action Items

Shirley Lyon's retirement: Shirley thanked everyone and let them know she'll be looking for trouble. She encourages people to drop by to visit and said she has lots of great memories. With deep reservation and gratitude, a motion was made by Mike Hanchett and seconded by Matt Masia to accept Shirley's retirement letter. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Shirley Lyon abstained.

CBID Advisory Board renewals - Gary Setting, Bram Winter, Matt Masia: A motion was made by Mike Hanchett and seconded by Laila Kollmann to accept the 3 letters of interest for renewal to their CBID board service for another term. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

LFA Imperative Program funding and LFA matching funds: CAO Cuming reminded the CBID of the details around the 2021 | 2022 LFA imperative program, including the SEM co-op and the Paid Social Matching program. All LFAs are confirmed to participate in both SEM and paid social. The 21 22 approved budget did include a co-op amount of \$50,000. \$20,000 of these funds are being used in the SLO CAL asset and shared media co-op, and the remaining \$30,000 has been earmarked to fund the matching portion of the LFA Imperative Paid Social program.

LFAs have committed a specific amount of funding through their local funds, and for those funds attributed towards the Paid Social program, the CBID will match these funds. Currently there has been \$27,000 in CBID matching funds attributed, plus \$45,000 in local funds for a combination of paid imperative media efforts, including SEM, paid social and SF Gate Stories. This \$72,000 will flow through Orange 22 as a pass-through to cover the LA Times and SF Gate media hard costs.



Sept Oct Nov Dec Jan Feb Mar Apr May June TOTALS

TOTAL CBID
PAYS
(MATCHING)

SUMMARY BILLING/AUTHORIZATION SHEET

SEM	\$500	\$1,000	\$1,000	\$4,000	\$2,000	\$2,000	\$3,500	\$500	\$500		\$15,000	
SOCIAL (CBID)		\$3,500	\$4,500	\$4,500	\$5,750	\$5,750	\$1,000	\$1,000	\$1,000		\$27,000	\$27,000
SOCIAL (LFA)		\$3,500	\$4,500	\$4,500	\$5,750	\$5,750	\$1,000	\$1,000	\$1,000		\$27,000	
STORIES						\$3,000					\$3,000	
GRAND TOTAL	\$500	\$8,000	\$10,000	\$13,000	\$13,500	\$16,500	\$5,500	\$2,500	\$2,500	\$0	\$72,000	

												BREAKOUT BY LFA
San Simeon												
Social (CBID)			\$1,250	\$1,250	\$1,250	\$1,250					\$5,000	\$5,000
Social (LFA)			\$1,250	\$1,250	\$1,250	\$1,250					\$5,000	
SEM (DISCOVERY ADS)				\$2,500			\$2,500				\$5,000	
Subtotal											\$15,000	
Avila Beach												
Social (CBID)		\$2,500									\$2,500	\$2,500
Social (LFA)		\$2,500									\$2,500	
SEM (see Notes)				\$500	\$500	\$500	\$500				\$2,000	
SFGate Story						\$3,000					\$3,000	
Subtotal											\$10,000	
Los Osos/B												
Social (CBID)		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000	\$4,000
Social (LFA)		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000	
Subtotal											\$8,000	
Cambria												
Social (CBID)			\$1,000	\$1,000	\$1,000	\$1,000					\$4,000	\$4,000
Social (LFA)			\$1,000	\$1,000	\$1,000	\$1,000					\$4,000	
SEM (DISCOVERY ADS)			\$500	\$500	\$500	\$500					\$2,000	
Subtotal											\$10,000	
Ed/AG												
Social (CBID)					\$2,500	\$2,500					\$5,000	\$5,000
Social (LFA)					\$2,500	\$2,500					\$5,000	
SEM Only	\$500	\$500			\$500	\$500					\$2,000	
Subtotal											\$12,000	
Cayucos												
Social (CBID)		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000	\$4,000
Social (LFA)		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000	
SEM (Make Recommendation)		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000	
											\$12,000	
Oceano/Nipomo												
Social (CBID), TBD			\$1,250	\$1,250							\$2,500	\$2,500
Social (LFA)			\$1,250	\$1,250							\$2,500	
SEM (Make Recommendation)												
GRAND TOTAL	\$500	\$8,000	\$10,000	\$13,000	\$13,500	\$16,500	\$5,500	\$2,500	\$2,500			
CBID PAYS		\$3,500	\$4,500	\$4,500	\$5,750	\$5,750	\$1,000	\$1,000	\$1,000		\$27,000	\$27,000
LFA PAYS	\$500	\$4,500	\$5,500	\$8,500	\$7,750	\$10,750	\$4,500	\$1,500	\$1,500		\$45,000	
											\$72,000	

Authorization T&C's. Highway 1 Discovery Route

1. Client (SLO CBID) hereby authorizes Agency (Orange22) to enter into contracts with third parties as appropriate and as authorized by this "Media Authorization." This estimate provides Orange22 with authorization to order media based on the total budget identified above. The cost estimates provided on this form are based on prevailing rates and are subject to change based on publisher documentation. SLO CBID agrees to pay Orange22 within 10 days of invoicing for Social and Story content buys and to receiving pre-bills for Google SEM/Discovery ad buys. Each Month, CBID will receive 2 Invoices from Orange22 for (1) invoice for Google PreBill buys and (2) invoice for media that has booked, run and supplied CBID a Net 30 invoice.

2. LFA Imperative buys will be billed to CBID. Each Month, CBID will receive 2 invoices from Orange22 that summarize LFA programs and breaks them out by CBID Matching Funds vs LFA/agency owed amounts. The 2 invoices will be for (1) invoice for Google PreBill LFA buys and (2) invoice for media that has booked, run and supplied CBID a Net 30 invoice. If desired, Orange22 can include #tags to indicate the Agencies for whom CBID will journal monies. Orange22 is buying on behalf of CBID and the LFAs, but will get paid from CBID. Note that Orange22 will supply additional estimate for hours worked managing this additional LFA imperative billing. To Come.

SLO CBID

Orange22, inc

Ann Balboa

Authorized Signature

Authorized Signature

Name Ann Balboa

Name

Title CEO

Title

Date 8/26/2021

Date

Date

A motion was made by Matt Masia and seconded by Aaron Graves to approve the \$72,000 in LFA Imperative co-op and matching funds processed through Orange 22. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Local Fund Board Member Applications - None

Local Fund Area Applications

VAC Vet's Hall Restoration – CAO Cuming reviewed the VAC letter of support for the restoration of the Cayucos Vet's Hall, stating that the VAC does have potential future interest in helping fund this project. The CBID Advisory Board discussed concern about the County's reliance on funds from organizations like the VAC to fund projects that should be under the preview of the County General Fund. Laila noted that CAO Cuming did reach out to Tessa Cornejo regarding the fact that two of the VAC members also serve on the Vet's Hall Restoration Committee. Tessa spoke directly to Toni LeGras, and reassured CAO Cuming that any conflict-of-interest concern has been vetted by the County. Shirley added that the VAC has a large amount of available funds and the CBID wants to better understand how they might be considering investing these monies in the future. Supervisor Gibson did verbally commit to \$25,000 at the September VAC board meeting and it was suggested that the VAC consider matching the \$25,000. The actual funding amount will be discussed at a future VAC meeting. The estimated cost for the project is \$5.4 million. Mike asked who owned the building and it was confirmed that the State owns the building, the County leases it, and the Parks & Rec department runs it.

Shirley spoke to the bond issue challenges and has concerns that the hall rental fees may not fulfill the future debt requirements. Will this shackle the community for years to come? Matt asked if the CBID needed to also create a letter, and all agreed that the public support of the VAC letter would suffice at this time.

A motion was Mike Hanchett and seconded by Laila Kollmann to support the VAC's letter of support for the Vet's Hall Restoration and possible future funding. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

A&H Marketing Contingency & VisitCambria domain – A motion was made by Matt Masia and seconded by Aaron Graves to confirm the \$10,000 marketing contingency for A&H. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Cambria Chamber Art & Wine Festival sponsorship – A motion was made by Mike Hanchett and seconded by Gary Setting to confirm approval of the Cambria Chamber's sponsorship request for \$8,500. Bram asked about cancelled events and how that impacts getting unspent funds returned, and CAO Cuming did note that the current County agreement covers non-performance and would require funds to be returned if an event does not take place. Aaron asked if Cambria lodging properties has seen a pickup around this event, and folks confirmed since it didn't happen in 2020, it was tough to know, and past events have seen an increase in out-of-town visitors. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

EV AGV SLO Coast Wine Collective sponsorship – Since this funding request is under \$4,999 it does not require the motion of the CBID Advisory Board. The CBID Chair, Bram Winter, confirmed his support of the \$4,200 in funding for the SLO Coast Wine Collective partnership with the EV AGV local fund area.

Closing Comments

CBID is excited to celebrate Shirley's retirement and thanks her for her contribution and years of service.

Gary mentioned that the next CBID Board meeting date needs to say Wednesday, October 27th (not the 28th as noted on the agenda).

Future Agenda Items

- CAO contract renewal (expires 12/31/21)
- LFA Board Member Application: VLOB Katie Lee

Adjournment

The meeting was adjourned at 1:46pm



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

Agenda

Wednesday, October 27, 2021 (12pm – 2pm)

Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - agriCULTURAL Visitor Center
- Upcoming Events | deadlines
 - Board Meetings: Nov/Dec meeting 12/8 via Zoom; January 26, 2022

Discussion Items

- Strategy | Topic Discussion
- Marketing & Stewardship Travel for Good
 - September Roll-up Report, including initial campaign launch
 - Travel for Good coverage on KSBY

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- CAO Contract Renewal (expires 12/31/2021)
- Certified Folder focused distribution
- LFA Board Member Applications
- Funding Applications
 - CTB: Shuttles for the Christmas Market (\$49,990)
 - ABTA: SLO Coast Wine Collective partnership (\$10,000)
 - SSTA: Cambria Art & Wine Festival (\$3,000)

Future Agenda Items

- Monarch Butterfly Trail
- LFA Board Member Application: VLOB Katie Lee

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
October 27, 2021, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent:

Guests: Vanessa Rodriguez, SLO CAL

Call to Order

At 12:11 p.m.

Public Comment

The board thanked Shirley Lyon for the beautiful succulents. It was noted that Highway 1 is temporarily closed due to rain.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Gary Setting to approve the September 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 the CBID financial reports for September.

We have posted the activity and reconciled the accounts through September. The following recaps the year-to-date financial reports as of September 2021:

General Fund - September 2021 against the Budget

- This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$304,053 in expenses for July and August
- 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 3 in the pdf file):

Year to date revenue collected, \$505,487 is \$227,555 more than what was budgeted year to date

Year to date expenses paid, \$304,053, came in under budget by \$51,9001

Net Income is \$513,525 which is \$279,456 more than budgeted for year to date

Overall cash allocated to the General Fund increased by \$278,186 from July (this variance can be determined when reviewing the Balance Sheet)

Matt said he was glad to see that the efforts to step up during COVID continue to pay off.

SLO County agriCULTURAL Visitor's Center: The concept is to be California's first such center, highlighting local ag activities and products. As part of revitalization efforts at the Apple Farm, the project would include a marketplace to showcase local food and lifestyle products, a cellar with local libations, information on farms and their history, and related events.

Administrative: The Washington Post article was shared; board was excited to see this level of coverage.

Upcoming Events/Deadlines

- Next board meeting dates are December 8 via Zoom; December will be a November/December meeting; and January 26, 2022

Discussion Items

Strategy & Topic Discussion

Marketing & Stewardship Travel for Good: CAO Cuming reviewed the September roll-up report including:

- Pageviews reached almost 150,000 in one month with sessions exceeding 80,000 and 1:21 time-on-site
- Users arriving via organic search are up 95% year-over-year
- Hidden Secrets map garnered almost 5,000 new email subscribers
- Paid media has earned 45% higher CTRs and reduced cost per visitor by 30%; generated 64,000 clicks
- Social has organically created almost 30,000 clients
- PR has earned coverage from Travel + Leisure, Forbes, Smithsonian, AAA and Washington Post

CAO Cuming also shared the KSBY coverage on the Travel for Good program, as well as the MBNMS Sea Star award for partnership with the Whale Trail project and sea life/tide pools educational video.

Action Items

- **CAO contract renewal:** The board reconfirmed for 2020 and 2021 that CAO Cuming opted not to take an increase to ensure the health of the CBID organization and maintain all BID Bunch members at full capacity. The board was pleased with the results garnered during COVID based on the CAO's recommendation to 'not fall back' but to 'step up' and be present within the CA drive market so that when people were ready to travel, the H1DR would be top of mind.

A motion was made by Laila Kollmann and seconded by Aaron Graves to renew the CAO contract for two years (effective January 1, 2022 through December 31, 2023) with retroactive, compounded cost of living adjustments for 2020 and 2021, as well as a COL adjustment for 2022 effective January 1, 2022. A process will be built to convene a committee to meet six months prior to renewal to gather facts around market indicators, including pay/performance, and to review scope and compensation. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

- **Certified Folder:** The distribution contract is \$3,936.37 for 11,000 remaining maps across regional locations. A motion was made by Matt Masia and seconded by Laila Kollmann. Laila noted that the map is always highly

requested at her property. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Board Member Applications

- **None**

Local Fund Area Applications

- **CTB Christmas Market shuttle:** Bram Winter noted that the county is going to require Cambria Pines Lodge to only allow hotel guests. There was no Planning Committee meeting on 10/7 which delayed the permit process. It is anticipated that this delay will disallow the larger event from happening; it was also anticipated that it would be appealed to the Coastal Commission.

A motion was made by Mike Hanchett and seconded by Matt Masia to approve the funding subject to the permit being issued in time. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board; Bram Winter abstained.

Note: As of 11/8 this funding application will not be paid as the general permit has not been approved.

- **ABTA SLO Coast Wine Collective partnership:** There will be a VIP experience for two weeks in January. Laila asked about the ADR and room night calculation; CAO Cuming noted that Avila was using \$200/night ADR. The board expressed concern about the cost-to-value ratio. Mike noted that it is a new idea they want to explore. Aaron said it is an incubator idea that could grow and it's great that is in the off season.

A motion was made by Mike Hanchett and seconded by Matt Masia to approve the \$10,000 request. Matt wants to be clear what is expected - the board is willing to try something new and wants to better understand the cost to value. Laila said it may be the foundation to something bigger. Mike Hanchett and Matt Masia agreed to amend the motion to approve the \$10,000 funding with a focus on building a bigger opportunity with increased ROI based on rooms booked and requested the follow up report be brought back to the CBID once provided. With no further discussion, the amended motion was approved by a unanimous voice vote of the Advisory Board.

- **Applications not requiring CBID board approval (<\$4,999):** Bram said he supports both Cambria Art & Wine Festival for \$3,000 and VLOB Paul Irving photos for \$2,000.

Closing Comments

Bram noted there is interest in creating a robust bicycle infrastructure in Cambria, and once more details have been gathered, he will bring this idea back to the CBID.

Vanessa asked that everyone complete the Events & Festivals Strategy survey. She also mentioned the mural trail project and possible interest in planning a butterfly mural installation along Highway 1. She said SLO CAL is providing customer service training and how to handle difficult customers; more information will follow.

Future Agenda Items

- Western Monarch Trail interpretive signage program
- Cambria bike infrastructure
- LFA Board Member Application: VLOB Katie Lee

Adjournment

The meeting was adjourned at 1:57pm



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

Agenda

Wednesday, December 8, 2021 (12pm – 2pm)

Zoom

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

- **Cheryl Rowe** shares our 'good works' on Google

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - CAO Scope
 - Experience Innovation Lab at Cal Poly
 - NOAA designates marine sanctuary off South Coast
- Upcoming Events | deadlines
 - Board Meetings: January 26, 2022 (CPL) and February 23, 2022 (CPL)

Discussion Items

- Strategy/Topic Discussion
 - Brainstorm: Assessment Collections exceed budget
- Marketing & Stewardship Travel for Good
 - Season of Coastal Discovery campaign
 - TripAdvisor widget and H1 Featured In

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
 - VLOB: Alex Benson (retires); Curtis Armstrong and Katie Lee
- Funding Applications

Future Agenda Items

- Jan: Mid-year Roll-up Report
- Jan: BID Bunch: Hilary talks about our Media Mission strategy
- Western Monarch Trail interpretive signage project

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes
December 8, 2021, 12:00 p.m.
Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Aaron Graves, Gary Setting

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett

Guests: Cheryl Rowe, Vanessa Rodriguez, SLO CAL

Call to Order

At 12:03 p.m.

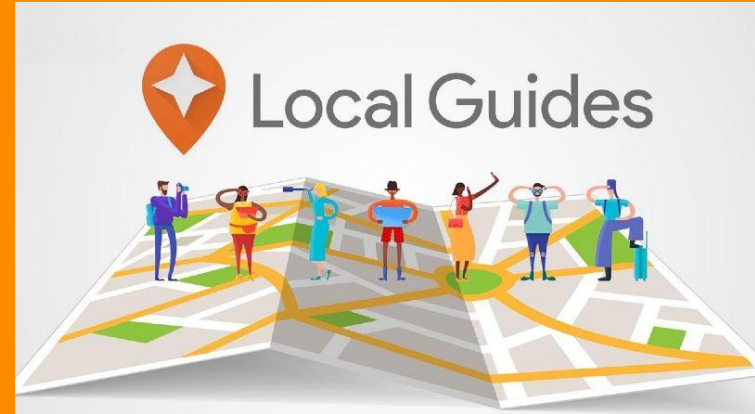
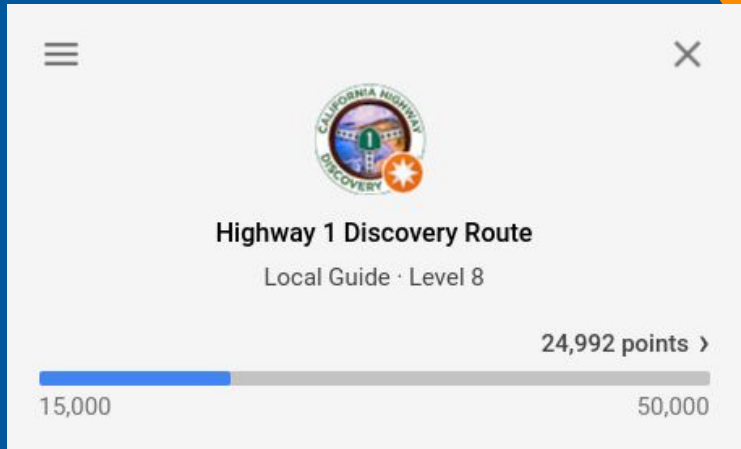
Public Comment

None

Presentations

Cheryl Rowe presented the Google Local Guides program. H1DR's participation evolved from the SLO CAL co-op for Google Business Profiles. H1 is currently ranked as a Level 8 guide with over 40 million photos viewed. The program is focused on submitting businesses and locations, as well as photos and videos to leverage existing content. Also building Google Map Lists in conjunction with campaigns to provide visitors digital options. The map lists allow for custom content with each item added.

**H1DR is a Level 8 Local Guide
with almost 25,000 points**



**So what is Google
Local Guides?**

409,433



Local Guides is a user community for Google Maps.

Guides contribute and earn points for:

- Adding places
- Editing details for places
- Adding photos
- Adding videos
- Answering questions
- Writing Reviews



H1DR has focused our efforts on leveraging our photo and video assets.



40,000,000

**Hi Highway 1,
40,000,000 views! You're a top
photographer on Google Maps**

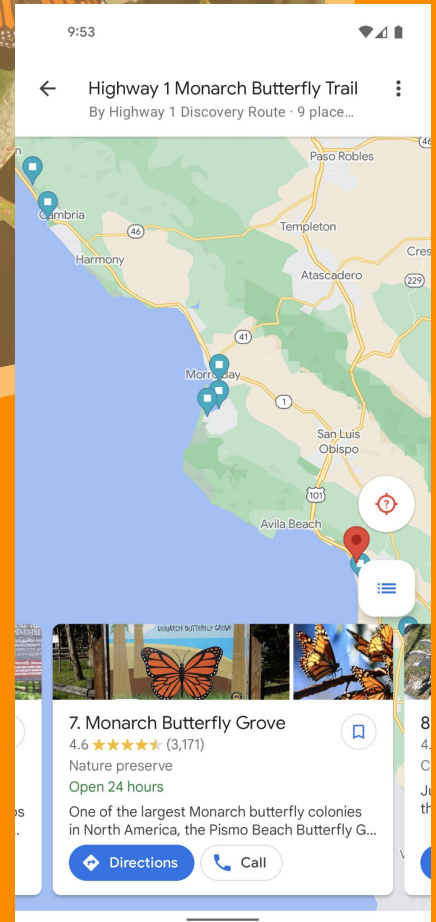
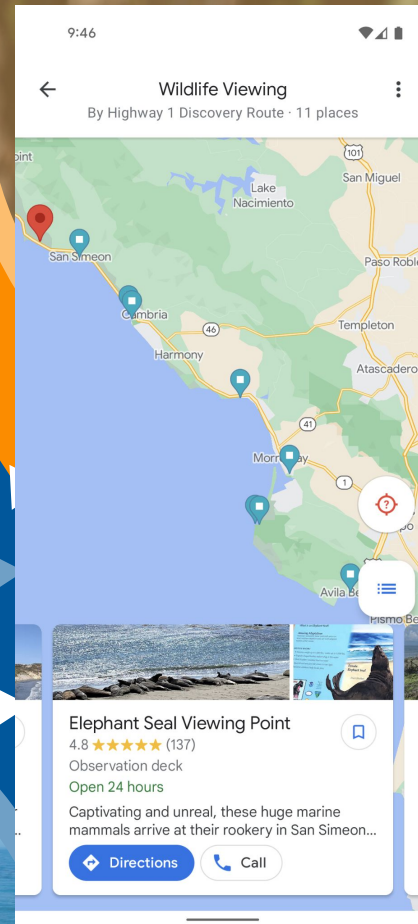
You've just accomplished what very few people have done:
reached 40,000,000 photo views! Keep it up!



We've started building Google Map Lists in conjunction with campaigns and other existing maps.

These lists allow us to send visitors to an exact place, with or without a street address using Google Pins.

Each time we create a list we find opportunities to add more H1DR attractions to Google Maps.



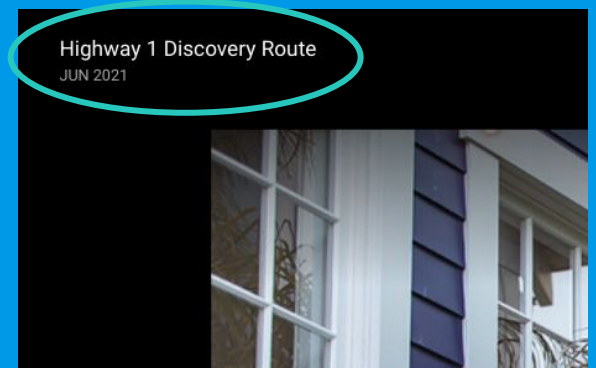
A circular inset image showing a white sign with the word "Peloton" in a red script font and "CELLARS" in a black sans-serif font below it. A green bicycle graphic is faintly visible in the background of the sign.

Peloton
CELLARS

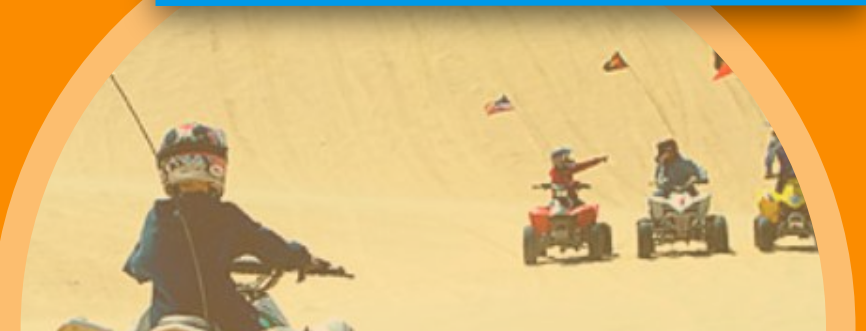
What's the benefit?

Local Guides works synergistically with Google Business Profiles (fka Google My Business). Guides are especially useful for unclaimed listings in providing photos, address, hours of operation, etc.

There are more than 1 billion people using Google Maps each month. This provides a great branding opportunity for H1DR.

A video frame showing a title card for "Highway 1 Discovery Route" with the date "JUN 2021" below it. The text is white on a black background. A red oval highlights the title. Below the title card is a video of a house with white trim and a window.

Highway 1 Discovery Route
JUN 2021



Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the October 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 CBID financial reports for October.

The General Fund report ties back to the BID Bunch expense tracking, both reporting a total of \$401,593.12 in expenses for July through October.

When looking at the year-to-date actuals versus the year-to-date budget, here are some comments (columns CY through DE in the Excel document or page 3 in the PDF file):

Year to date revenue collection, \$655,441 is \$284,866 more than what was budgeted year to date.

Year to date expenses paid, \$401,593, came in under budget by \$73,013.

Net Income is \$565,940 which is \$357,879 more than budgeted for year to date.

Overall cash allocated to the General Fund increased by \$119,374 from July (this variance can be determined when reviewing the Balance Sheet).

October assessments are 34% higher than 2019 and 37% higher than 2020.

Bram asked about reimbursement noted on the reconciliation report and Tessa confirmed that a check was received from Central Coast Classics and will be re-disbursed to both Cambria and the CBID.

Partner Updates: Vanessa with SLO CAL provided an update that the Butterfly Mural Trail walls are being selected with Cambria and Cayucos on the short list. SLO CAL will launch a new website next week.

CAO Scope: The CAO scope was shared; there were no questions. The board confirmed inclusion of BID Bunch management.

Experience Innovation Lab at Cal Poly: The lab aims to utilize knowledge and expertise across campus, including disciplines of experience industry management, computer science, graphic design, engineering, and marketing. The 1,500 square foot space will enable students, faculty, visiting executives and researchers to explore, create, and experiment across every channel of the guest experience with state-of-the-art technologies.

NOAA: NOAA has designated a new marine sanctuary area off the South Coast.

Upcoming Events/Deadlines

- Next board meeting dates are January 26, 2022, and February 23, 2022; both at Cambria Pines Lodge.

Action Items

Local Fund Board Members

- **VLOB - Alex Benson (retires); Curtis Armstrong application:** Gary noted that Alex has been very committed and a wonderful asset.

A motion was made by Laila Kollmann and seconded by Gary Setting to support the New Member application from Curtis Armstrong. With no further discussion, the motion passed by unanimous voice vote.

Discussion Items

Strategy & Topic Discussion

- **Brainstorm assessment collections exceed budget:** Collections of \$285,000 and net income of \$358,000. Laila wondered if lodging collections projections look like. Members also noted possible co-op projects and their interest in maintaining a solid contingency. Aaron asked about the monthly cost of the BID Bunch and suggested that 3-6 months of reserves be kept available; a 3-month cushion would be \$200,000. Bram noted that in tough times the board wants to invest more. The board wants to consider a reserve fund going forward with \$100,000 in contingency and \$100,000 in reserves. CAO Cuming will draft a contingency and reserve policy, including suggested budget percentages, for presentation at the January meeting.

Marketing & Stewardship Travel for Good

- **TripAdvisor widget & H1 Featured In:** CAO Cuming shared the homepage with the TripAdvisor widget and the Trusted Publications banner. She also

noted the House of Brands effort with SLO CAL. Laila really liked the addition of the TripAdvisor widget.

- **Season of Coastal Discovery:** CAO Cuming shared the Season of Coastal Discovery landing page, toolkit and campaign launch planned for January 2, 2022.

Laila thanked Vanessa for taking the time to attend the board meetings.

Local Fund Area Applications

None

Closing Comments

Everyone wished each other a happy holiday season.

Future Agenda Items

- January: Mid-year Roll-up report
- January: BID Bunch - Hilary talks about media mission strategy
- January: Contingency & reserve policy
- Western Monarch Trail interpretive signage project

Adjournment

The meeting was adjourned at 12:58pm