



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

Board Meeting Minutes
April 27, 2022, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Matt Masia (excused)

Guests: Eric Parker (SLO CAL), Lori Keller (by phone)

Call to Order

At 12:05pm

Public Comment

None

Presentations

None

Administrative Items

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

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

Financials: CAO Cuming reviewed the March financials, which have been reconciled with not outstanding items to resolve with the county. The collections are up 88% over 2019.

YTD financial reports as of March 2022:

1. General Fund - March 2022 against the Budget
 - a. This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$924,647 in expenses for July through March.
2. When looking at the year-to-date actuals versus the year-to-date budget here are some comments:
 - a. YTD revenue collected \$1,184,932 is \$351,137 more than what was budgeted YTD
 - b. YTD expenses paid of \$924,647 came in under budget by \$143,217.
 - c. Net income is \$572,377 which is \$494,354 more than budgeted YTD.
 - d. Overall cash allocated to the General Fund increased by \$69,635 from June 30, 2021.

SLO CAL update: Erik Parker from SLO CAL provided an update. With the Hearst Castle reopening, they are in talks with 10 UK journalists coming to the area as international travel resumes. Bram asked Mike for insight on San Simeon business and he feels positive through the summer. Friends of the Elephant Seal retail and visitor center is opening in early summer.

Upcoming Events/Deadlines

- Next board meeting dates are May 18 and June 22; both at Cambria Pines Lodge.
- Tessa confirmed the CBID renewal notices have been mailed.

Discussion Items

Strategy & Topic Discussion

- **22|23 Strategic Marketing Approach:** Lori Keller presented the approach for 2022 | 2023. Included was a recommendation to change Highway1DiscoveryRoute.com to Highway1RoadTrip.com. Feedback included Laila inquiring about other ideas around the search term "trip", noting that SEO has been strong. Bram noted that Highway 1 is a road trip many people want to take. Aaron loves the plan and the impact on search. Mike noted that it all makes sense.
The overall plan was well received. Mike shared a story about being able to have an impact with the numbers and noted that Hearst Corporation is aware of the CBID efforts and overall impact.

Marketing & Stewardship Travel for Good

- None

Action Items

CrowdRiff Renewal: The proposal is for \$24,347 to renew the current contract. Tessa asked about whether the contract will be processed through TJA. A motion was made by Mike Hanchett and seconded by Aaron Graves to renew the contract for 12 months. With no further discussion, the motion passed by a unanimous voice vote.

Allison Palm Renewal: The proposal is for \$11,400 to renew the current bookkeeping contract. A motion was made by Mike Hanchett and seconded by Gary Setting to renew the contract for 12 months. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Board Members

None

Local Fund Area Applications

Cambria Managing Assistant: Jill Jackson received a positive evaluation with good feedback. A motion was made by Mike Hanchett and seconded by Aaron Graves to approve \$87,818 for July 2022 through June 2024. With no further discussion, the motion passed by a unanimous voice vote.

Cambria Arthritis Bike Ride: The event is professionally handled and Mike sees it as an opportunity to integrate with Cycle Central Coast. Bram would like to grow the relationships for future business. A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$10,000 for the 2022 event. With no further discussion, the motion passed by a unanimous voice vote; Bram Winter abstained.

Avila Beach Administrative Support: Laila said that she likes that Stephanie Rowe has taken on additional responsibilities. A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$46,808 for July 2022 through June 2024. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos Eroica Start & Finish: Aaron asked Laila if she sees residual business. She said that she knows Cayucos makes a real impact in how they welcome riders. Tessa asked about the postponement from 2020. Laila said that she is concerned with the short notice and conflict with the antique faire. Bram acknowledges that local coordination would be beneficial. A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$18,000 for the 2022 event. With no further discussion, the motion passed by a unanimous voice vote.

Los Osos Shadetree Marketing: Gary was asked if he supported the proposal and he agreed that the marketing has improved. A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$38,740 for July 2022 through June 2023. With no further discussion, the motion passed by a unanimous voice vote.

San Simeon Solterra Marketing: Mike confirmed that San Simeon has been happy with Solterra's efforts. A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$466,575 for July 2022 through June 2025. With no further discussion, the motion passed by a unanimous voice vote.

Closing Comments

Bram said that the Skate Park application was presented to the CTB again and was denied.

CAO Cuming reminded everyone that the next meeting is the 3rd Wednesday of May.

Laila inquired if CAO Cuming had any concerns with LFA progress heading in 2022-2023. CAO Cuming noted that she's excited how well everyone is working together and how much value has been created with the programs.

Future Agenda Items

- May: Strategic Marketing Plan; 22 | 23 Budget approval; Scarecrow Festival funding
- June: 22 | 23 Media Plan presentation from Anne Balboa; PR transition plan
- Event matching funds

Adjournment

The meeting was adjourned at 1:56pm