



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

Board Meeting Minutes
May 18, 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,
Matt Masia

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent:

Guests: Eric Parker (SLO CAL), Lori Keller, Linda Finley

Call to Order

At 12:04pm

Public Comment

Linda Finley spoke on behalf of the Cambria Skate Park. It was noted that the minutes May CBID minutes indicated the funding request was denied at the Cambria Tourism Board meeting based on the nexus to tourism. Linda noted that 11 people attended in support of the skate park and Skate Day had 500 attendees. Bram noted that the CBID has not yet discussed funding of the skate park as the CTB has yet to approve the application. He said he would like to see the county step up to support projects in the unincorporated areas. Mike said the policy parameters are clear about being specific to local projects with an ability to create "heads in beds." It was noted that the skate park is a great community project to support local interests. It was also noted that a past grand jury was convened about how local monies are spent so diligence around how a project like this would support tourism is key.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the April 27 minutes with a change to reflect Hearst Corporation instead of Hearst Castle. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Matt Masia abstained.

Financials: CAO Cuming noted that with the meeting being held early this month the financials were not ready yet. She will send a recap once received; county reconciliation included in the board packet. April finished at 30% above 2019 so still pacing above projected revenue.

Administrative update: The CBID renewal protest rate was low at 0.295%, composed entirely of vacation rentals. Tessa indicated that the public meeting was on 5/17, where she recapped the history 13-year history of the BID, and provided a presentation to the BOS.

Hearst Castle reopened on May 11 with the H1DR public relations teams contributing 11 articles in publications like *Afar*, *Town & Country*, and *Travel + Leisure*. *Sunset* magazine just published an article based on Hilary's efforts for the Western Monarch Butterfly Trail. Matt asked about promos for the opening, and it was confirmed that there was an opportunity provided to 10 journalists two days prior to the grand re-opening.

CTB CCSD letter of support: CAO Cuming noted that the CTB did support a letter for CCSD projects before and the letter is similar. There were no questions from the CBID.

Upcoming Events/Deadlines

- Next board meeting dates are June 22 and July 27; both at Cambria Pines Lodge.

Discussion Items

Strategy & Topic Discussion

- **22|23 Strategic Marketing Plan:** Lori Keller said that the plan was based on feedback provided from last month's presentation. The continuous improvement strategy focuses on raising the bar on KPIs, increasing sessions over one minute, and adding new email addresses to our database. The plan

will evolve to introduce the Highway 1 Road Trip URL. California residents are still the focus; international travel will begin to rebound. EDI research from SLO CAL indicates a need to work within concentric order to build partnerships with SLO CAL and LFAs. LFA imperatives continue to be popular and valuable; the LFAs have indicated they want more. CBID will continue to do what is working well and test to refine. Mike asked about integration and the ability to de-duplicate. Lori feels that progress has been made with four LFAs using H1DR as their main website. The All Agency group is very collaborative and meets monthly. Laila asked about any new ideas and Lori mentioned paid distribution of video content through CTV. The cost is higher and there has been an impact with recent YouTube paid ads; BID Bunch is also reviewing Amazon data for lookalike audiences. The board supports the 22 | 23 strategic marketing direction.

Marketing & Stewardship Travel for Good

- **Roll-up Report:** CAO Cuming noted highlights in the report:
 - Website users were up 29% year-over-year
 - 40,000 pageviews in April were for beaches and road trip content
 - Organic traffic was up 7/3% to 94,000 sessions
 - Organic search was at 1.6M impressions, up 27.4%
 - April added 3,091 new email subscribers

Action Items

22|23 Strategic Marketing Plan: A motion was made by Aaron Graves and seconded by Gary Setting to approve the 22 | 23 marketing plan as presented. With no further discussion, the motion passed by a unanimous voice vote.

22|23 Budget: A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the 22 | 23 budget of \$1.725M as presented. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Board Members

Cambria: Amber Martin submitted her resignation from the Cambria Tourism Board. A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the resignation. With no further discussion, the motion passed by a unanimous voice vote.

Edna/Arroyo Grande Valley: Elise Carraway submitted a renewal letter and Sarah Hames submitted a new board member application for the SLO Wine Lodging board. A motion was made by Laila Kollmann and seconded by Aaron Graves to approve the board renewal and new board appointment. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Area Applications

Cambria & San Simeon Scarecrow Festival: Aaron asked about the overall budget. It is reflected as \$43,340. It was noted that the Scarecrow event is in shoulder season. A motion was made by Mike Hanchett and seconded by Aaron Graves to approve \$19,500 for the 2022 Scarecrow event. With no further discussion, the motion passed by a unanimous voice vote.

\$5,000 were requested by the CTB in matching funds for the Scarecrow sponsorship. Matt noted that Cambria uses matching funds often. Thus, SSTA will fund \$4,500, the CTB will fund \$10,000, and the CBID matching funds will cover \$5,000. A motion was made by Gary Setting and seconded by Mike Hanchett to approve \$5,000 in matching funds. Matt Masia voted no. Motion carries.

Cambria Marketing Archer & Hound: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$50,000 for the A&H marketing addendum for Cambria. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos Shadetree Marketing: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$42,290 for July 2022 through June 2023 for the marketing services contract with Shadetree for Cayucos. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos Danna Coy social & images: A motion was made by Mike Hanchett and seconded by Aaron Graves to approve \$46,200 for July 2022 through June 2023 for the social and photography contract with Danna Joy Images for Cayucos. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos July 4: Laila attended the VAC meeting and noted that lodging will be sold out, so the question is how funds will be used. The initial application was incomplete, and the new application was much improved. Aaron noted it's a holiday and not in shoulder season. Matt said it is hard to quantify and has a lot of impact on visitation; he also noted that Paso tourism is funding \$50,000 for their fireworks. Aaron said he believes it perpetuates a culture of community. Gary noted that the expense is significant.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$8,500 for the Cayucos Chamber July 4th fireworks. With no further discussion, the motion passed by a unanimous voice vote.

Oceano/Nipomo directional signage: The additional funding request of \$1,850 was confirmed by Bram for the Oceano Nipomo directional signage.

Closing Comments

Bram commented on the Eroica bike ride – people were frustrated due to the lack of organization, signage, and event support. Matt added that he heard about a letter from a disgruntled rider, which A&H addressed. All agreed is it a great draw with 1,200 riders, 90% of which were international. Laila noted that volunteers are needed. She also wondered about how local areas can help support the event more in the future.

Future Agenda Items

- June: 22 | 23 Media Plan presentation from Ann Balboa; PR transition plan
- Event matching funds

Adjournment

The meeting was adjourned at 1:20pm