



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

Board Meeting Minutes  
June 22, 2022, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

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

County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: Laila Kollmann

Guests: Eric Parker (SLO CAL), Ann Balboa|Orange 22, Kirstin Koszorus|K2 PR (via Zoom)

**Call to Order**

Bram at 12:07pm

A motion was made by Mike Hanchett and seconded by Aaron Graves to add SLO CAL letter regarding federal employee lodging per diem rate to the agenda. With no further discussion, the motion was approved by a unanimous vote.

**Public Comment**

None

**Presentations**

Kirstin Koszorus of K2 PR introduced herself and shared her history at Colorado Tourism and Turner PR. The board asked about her familiarity with SLO and she noted a 7-day visit starting June 24. They discussed some concerns of the PR lead living out of the area. CAO Cuming said that there will be an expansion of Katie's role to ensure coverage with visiting journalists. The board said they are excited to meet Kirstin.

## **Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the May 18 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming confirmed that the financials remain strong at 47% above 2019 and 20% above 2021.

## **Upcoming Events/Deadlines**

- Next board meeting dates are July 27 and August 24 at Cambria Pines Lodge. It will be determined if the August meeting date is needed.

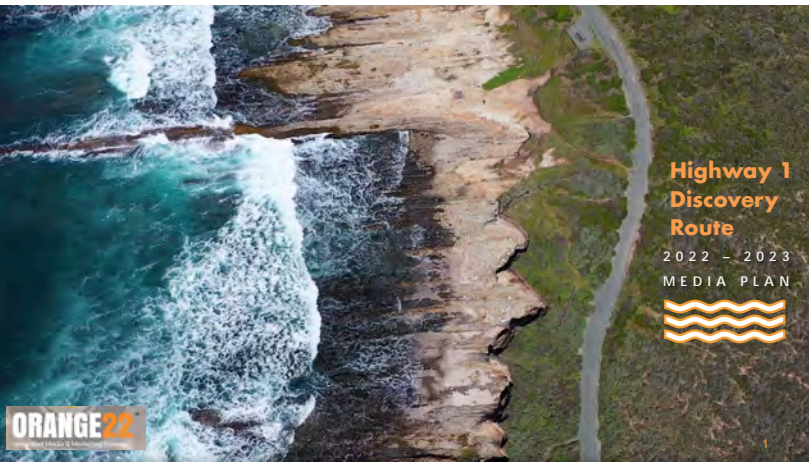
## **Discussion Items**

### **Strategy & Topic Discussion**

- **22|23 Media Plan:** Ann Balboa presented the plan. The board is very excited about the continued strategy and results being driven; it was noted that all stats are better than last year with the same investment. Mike thanked Ann and her team for their efforts. Matt inquired about CTV production requirements and CAO Cuming confirmed that Josh will be involved. Aaron likes the Amazon "walled garden" opportunity. Bram questioned how the effectiveness of CTV will be gauged and Ann confirmed it will be measured through engagement. Ann mentioned a possible expansion of CTV with an additional investment of \$50,000 as noted on the media plan. The board said they are interested in continuing the test and will determine later this year if an additional investment would be prudent. Mike noted that a 10% addendum could be executed to provide funding if needed. Aaron asked about the cost per engagement for CTV and Ann said 1.25M impressions are projected with a current YouTube test as low as 3 cents per engagement. The board is in full support of Ann's plan and excited for the new programs and enhanced programmatic management with Mike Kocher.

### **Marketing & Stewardship Travel for Good**

- **Roll-up Report:** CAO Cuming noted that the May roll-up report was included in the board packet. There were no questions.

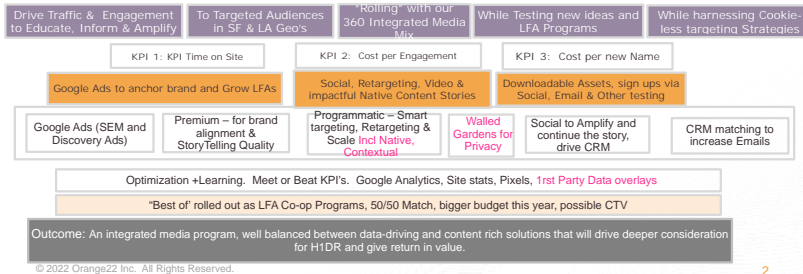


## CBID 2023 Media Strategy - Rolling



### THE Continued Strategy:

Continued optimization/refinement of successful strategies and tactics, test new ideas in keeping with our imperatives and initiatives



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## How are we doing in 2022?

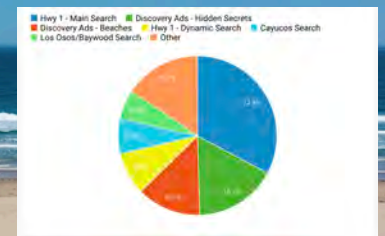
- 11% overdelivery in Impressions (55m V 49m planned)
- Nearly 1 Million clicks w/= or greater efficiency of last year
- 1.79% CTR vs 1.59 last year - CPC same at .41 Cents
- 35% More engagements at Nearly 2 MILLION (1.3m in FY 21!)
- Cost Per Engagement Down again by 25%
- Super efficient Cost Per visitor (1.07 vs \$1.09 FY 21)
- 1+ minute Users up 40% overall on same budget (Down 12% cost per new user)
- Nearly 15k Paid Media Map Downloads - double what we generated in '21 at 20% Lower CPL than FY 21
- LFA Imperatives often bested our own CBID metrics generating nearly 10m additional impressions, 122k clicks, 250k Engagements, thousands of map downloads and Huge Time spent for custom content

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## Google Ads was our top source of traffic slightly ahead of Organic Search at 3x efficiency of all media.

And was also the leading source of 1+ Minute Sessions, bringing in 54K+ such engaged visits, with 80% of these coming from New Users on the website.

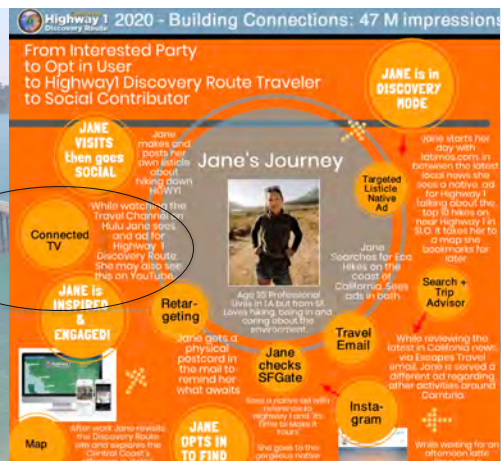


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## Remember Jane?

Jane's Journey finished with CTV. We did some <\$1k testing for CTV....

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## YOU TUBE CTV TEST

We completed a strong test of the capabilities of using Google for CTV ad delivery, and the results were strong:

- 30,162 television-based Views at cost of \$938.
- Cost per View (30+ seconds watched) low at 3 cents per view, matching the power of Social (Facebook) engagements.

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## FY'23 Plan Parameters

Timing	Campaign 1: Fall = 8/15 to 11/15 Campaign 2: Winter = 1/5 to 2/28 Campaign 3: Spring = 3/1 to 5/30
Targeted	Demo: Millennials and Baby Boomers SF Bay + LA, High Income Zip's Beach Entenders, Outdoor Interests, Drive market California
Budget	\$460,000 plus Additional \$119,750 in LFA Co-op funds/ Matching Funds
KPI /Value	1. Cost per 1+ Minute user, Current Metric = \$5.72 (\$6.10 in FY'21) 2. Cost per Engagement, Current Metric = .24 cents (\$.29 in FY'21) 3. Cost Per new Name in CRM, Current Metric = \$1.16 (\$1.43 in FY'21)

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## Media Tactics & Delivery for FY'23

48 Million Impressions

>300k Guaranteed Engagements

Over 425k Purchased Clicks

20%+ Value Ad

4+ New Major Tactics

Google  
Keywords &  
Discovery  
& Road Trip  
Content Support

3 sGateStories  
3 Mini Stories  
2-3 Print Ads  
Custom Social  
Sponsorship

Social, Programmatic  
(including **better Native**,  
**Contextual & walled garden**)  
YouTube Video + CTV

**Better  
Re  
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ing**

First Party &  
CRM Over-  
lay Matchups

TRIGGERS for  
DOWNLOADABLE  
MAP / Beach  
Guide

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## Vendor List

Search	Geo Pre- mium	Social + Millineals	Program- matic / Native/ Walled Garden	Premium Travel; White List for Enewsletters	Retarget- ing	Co-op	CTV
•Google - SEM and Discovery ads •YouTube Video	•LaTimes •SFGate	•Facebook •Instagram •TikTok •Pinterest •YouTube	•Trade-Desk •Northwest Media Partners: •MediaMath •Amazon •Zemanta, •StackAdapt	•Travel & Leisure, •Travel Channel, •Lonely Planet, •Readers digest •Smarter Travel •Westways •For Awards and other ads	•Trade- Desk •Face- book •CTV and eNews- letters •Amazon	•VisitCal •SLOCal	•You- Tube CTV •Amazon Prime •Hulu and Others

## Who is Mike Kocher?

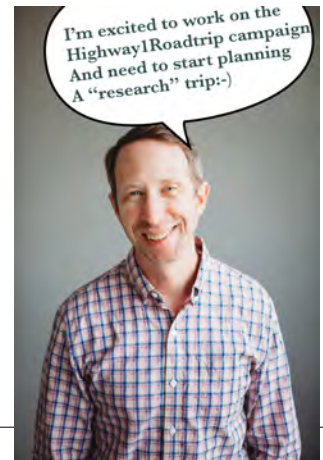
Mike will bring national-level sophistication of programmatic via his company, **Northwest Media Partners (NWMP)**.

Mike will test new Native, Whitelisted eNewsletters and Walled Garden tactics - with sophistication beyond what we've been getting.

Mike has been a regional manager overseeing digital platforms at companies like Whitepages and Programmatic Platforms like Distillery for over a decade before he launched NWMP.

Mike is a critical asset to Orange22, deeply partners with us, and makes our menu of services remarkably more effective - allowing our clients to get on high minimum \$ exchanges at a lower cost.

Mike has 4 kids, likes eggs benedict, enjoys skiing, is a data nerd and sucks at Golf

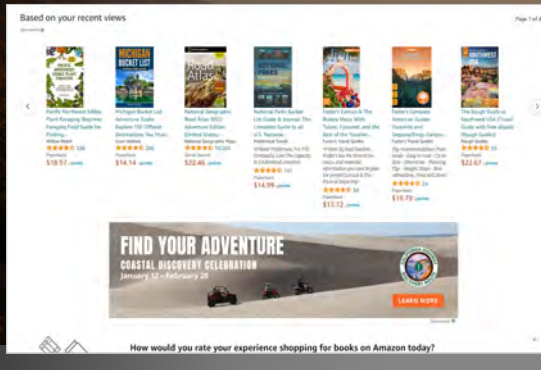


## Walled Gardens = More Privacy

Amazon.

We will use Amazon's huge "walled garden" to reach leisure travelers based on shopping behaviors such as purchasing luggage and travel gear or while actively shopping for travel books, family travel books, road trip guides etc.

All targeted only to our SF and LA DMA targets only.



## CTV Examples

- **Premium CTV** – reach targeted streaming viewers watching content from premium networks such as Amazon Prime, Hulu, Peacock and live events such as NFL, MLB, F1 Grand Prix, Masters Golf, Grammy Awards, Academy Awards, etc. Additionally, we'll be working with Magnite/SpotX to build a PMP Deal targeting specific travel content from networks such as Travel Channel and Conde Nast Traveler.





# Native & Contextual Expansion

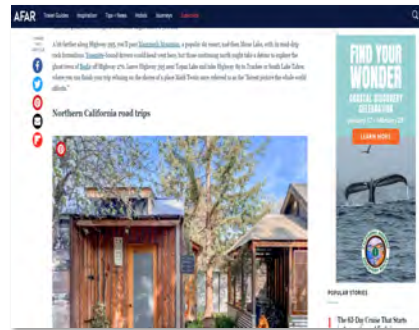
## NATIVE

Mike will serve ads using proprietary data to reach audiences across dozens of categories and target users whose interests are in sync with CBID. He will use keyword targeting to define the context of content around which your ads should appear. Ads appear "editorially". See next page.

## CONTEXTUAL

Mike will use Contextual Targeting – reach people in the moment while engaging with travel content and on pages containing keywords such as highway 1, Road Trip, California vacation spots, scenic drives, and any other words and phrases ranking high in Google programs (we will share the data).

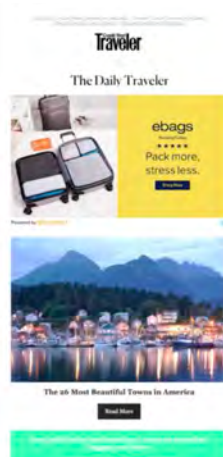
# Contextual Targeting Examples



# Whitelist e-Newsletters

## Programmatic Display:

**Custom Travel WhiteList Newsletters**  
Mike will harness a platform called LIVE INTENT to run HIRT ads to people who opted into receiving premium newsletters. Lists can include Travel & Leisure, Condé Nast Traveler, Discovery (Travel Channel), Expedia, Fodors, VRBO, TripAdvisor, etc., and even News Sites newsletters like Bay Area News Group (San Jose Merit, News, East Bay Times), LATimes, Hearst and New York Times.



# eNewsletter Example



# Retargeting More Deeply

Mike will help CBID retarget site visitors within Native, Connected TV and email newsletters.

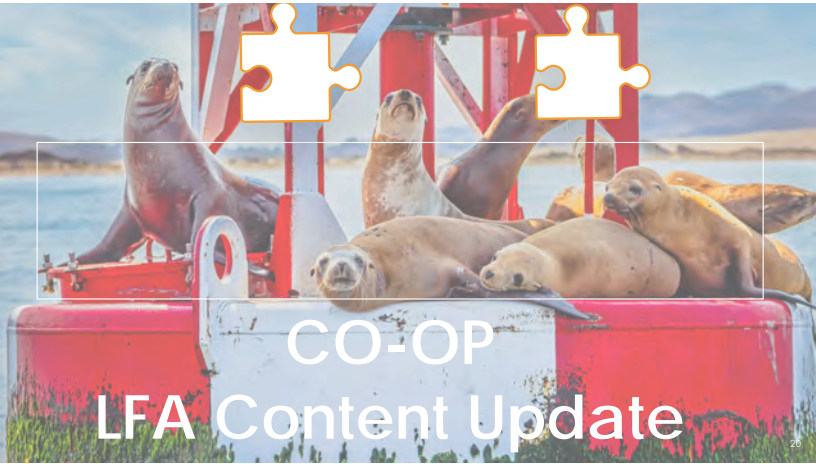
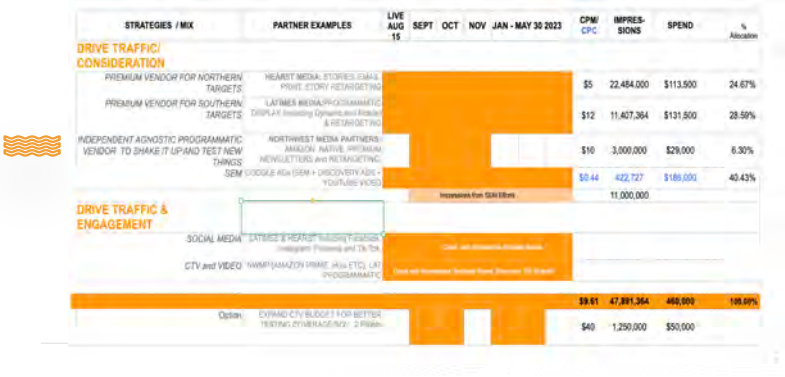
Example: State Beaches Video to retarget using learnings that it's one of the better performing videos in other media.



# Examples of Using the 90k CRM List

SFGate & LATimes	Use to Create a look-a-like audience and send email to them.
NorthWest Media Partners	Use to Create a look-a-like audience and cross with Native, Contextual and OTV tests
SEM	Use to Create a look-a-like audience and promote Discovery Ads

Media Flow Chart Incl. Option for >CTV



SFGate Stories Update For LFAs

Stories drove millions of impressions, thousands of clicks and most impressively, over 7 minutes time spent for our LFA's who used them.

Most recently Oceana/Nipomo's story readers spent <7 minutes on the story (the industry average hovers around 1 minute!) and received over 10k engagements including hot interest in the sand dune SVRA page and the wineries link.

For Avila, The promotion was very strong ending with over 2 Million impressions and 6,646 engagements, far overdelivering on our minimum goal for the whole flight. Impressive average time spent at over 7 minutes!

See links here for further results. [Avila](#) [O/N](#).

On the Next page are the new "tiers" offered by SFGate. This is still in negotiation.

**Level 1**

- 1 Traditional Story
- 500,000 Impressions
- No Guaranteed Engagements
- Flight: 1 Month
- [Example here](#)

**Investment: \$3,500**

- LFA gets Traditional Story at Mini-Story Price
- Full experience of the story with editorial voice.
- Impressions condensed to 1 month for maximum performance.
- [Click Here for example](#)

**Level 2**

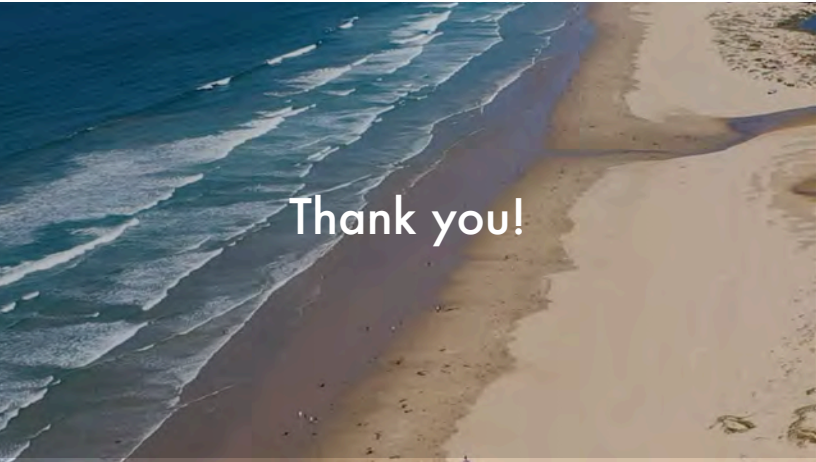
- 1 Traditional Story
- 750,000 Impressions
- 1,500 Guaranteed Engagements
- Flight: 1 Month
- [Example here](#)

**Investment: \$5,000**

**Level 3**

- 1 High-Impact Story
- 1,000,000 Impressions
- 1,500 Engagements
- Flight: 1 Month
- [Example here](#)

**Investment: \$7,500**





## **Action Items**

### **PR Scopes:**

Kirstin Koszorus PR lead: CAO Cuming shared the scope of work for K2PR and reference checks. All references were stellar with high marks from journalists and past clients. A motion was made by Aaron Graves and seconded by Mike Hanchett to accept the scope of work with K2 Public Relations for June 27, 2022 through June 30, 2023, totaling \$54,000. Breakdown is \$48,000 for services (at \$4,000 per month) plus \$6,000 for future media missions. CAO Cuming noted that the immersion expenses will be covered in the visiting journalists/media missions expense line item. Nikki inquired about visiting journalists and it was noted that the 22|23 fiscal year has \$48,136 budgeted anticipating approximately 30 VJs within the next 12 months, with reimbursement of these VJ expenses submitted through Kirstin. With no further discussion, the motion passed by a unanimous voice vote.

Hilary Townsend PR Immersion & Media Missions: Scope includes Hilary's involvement with Kirstin's immersion, as well as the Travel Classics and SATW media missions in September 2022. A motion was made by Gary Setting and seconded by Aaron Graves to approve the scope as presented with a budget of \$7,500. With no further discussion, the motion passed by a unanimous voice vote.

Katie Sturtevant Media Relations/VJ hostess: As a Visiting Journalist greeter, Katie will ensure Highway 1 has the local connection for visiting journalists. It is estimated there will be 30 in 22|23. A motion was made by Mike Hanchett and seconded by Gary Setting to approve the scope as presented with a budget of \$10,000 for 12 months. With no further discussion, the motion passed by a unanimous voice vote.

### **LFA 22|23 Budgets:**

CAO Cuming confirmed that all seven LFA boards have prepared and approved their 22|23 LFA budgets. Aaron asked if there were any red flags and CAO confirmed there was not. Bram asked what is different and CAO confirmed that budget categories are the same as 21|22 and percentage of budgets in line with past fiscal year budgets. The board discussed LFA infrastructure project funding and the importance that there is a direct, data-supported nexus to tourism. A motion was made by Gary Setting and seconded by Aaron Graves to support the LFA budget direction and acknowledge the LFAs efforts to be fiscally prudent, approved the budgets as presented. CAO Cuming will prepare a 1-page summary of all 22|23 LFA budgets for board reference. With no further discussion, the motion passed by a unanimous voice vote.

### **LFA Imperative Addendum with Orange22:**

CAO Cuming presented the Orange22 addendum for media placement and management services for the 22|23 LFA imperative program. The 7 LFAs have

committed \$74,750 overall; the CBID has budgeted \$50,000 for matching funds as well as an additional \$8,550 for Orange 22 management fees. A motion was made by Mike Hanchett and seconded by Matt Masia to approve \$83,300, \$74,750 of LFA funds and 8,550 of CBID funds. CAO Cuming noted that the \$50,000 in CBID matching was approved at the May meeting within the 22|23 budget and noted that the total LFA imperative investment is \$124,750 (\$74,750 LFA funds and \$58,550 CBID funds). With no further discussion, the motion passed by a unanimous voice vote.

### **SLO CAL's Coalition Per Diem Advocacy Letter:**

The draft letter was shared with the board. It notes that the federal GSA rates for short-term lodging in SLO County are currently set at \$124 per night, while neighboring counties with similar cost of living are at \$177 (Santa Barbara County) and \$166/\$240 offseason/peak (Monterey County). Nikki asked the board if the rate is an issue and the board confirmed it is and needs to be increased. Matt provided additional details on the impact and Aaron noted that it needs to be closer to current ADR. It was asked if this letter was going to US Senators and Aaron noted he is meeting with state senators next month. Bram supports an increase at county, state and federal levels.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve the letter with suggested edits. With no further discussion, the motion passed by a unanimous voice vote; Aaron Graves abstained.

### **Local Fund Board Members**

None

### **Local Fund Area Applications**

**Edna & AG Valley Big Red Marketing:** A motion was made by Gary Setting and seconded by Mike Hanchett to approve \$30,060 for the annual marketing contract for EV AGV with Big Red Marketing. With no further discussion, the motion passed by a unanimous voice vote.

### **Closing Comments**

None

### **Future Agenda Items**

- July: Event matching funds policy; 22|23 content and website strategy, Lori Ritchey; WMT funding

### **Adjournment**

The meeting was adjourned at 1:39pm