



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

Board Meeting Minutes
September 28, 2022, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

Absent: Gary Setting

County Liaison: CAO Cheryl Cuming

Guests: Bruce Gibson (Board of Supervisors), Toni LeGras (Beachside Rentals & VAC co-chair)

Call to Order

At 12:03pm

Public Comment

None

Presentations

Supervisor Bruce Gibson presented on the Cayucos Vet's Hall Restoration project. He shared a brief history of the hall, which closed in 2016. The hope is to see it restored as the central heart of Cayucos. It would host weddings, shows, meetings, and other community events. The renovation would include a large deck. The initial cost was estimated at \$4M, but the final bid was in excess of \$10M. The issue is coming before the BOS on October 6. Bruce acknowledged the incredible contribution from the community and that the Vet's Hall Community Committee has already raised \$500,000. Additional funding for the restoration will be from other sources, including grants, bonds, State Parks and County funds. The BOS will provide an internal loan through a bond issuance totaling \$3.55M. The Visitor Alliance of Cayucos local area Board has approved \$60,000.

Matt asked about the long-term maintenance and Bruce confirmed that County Parks will maintain, service and manage. Bruce confirmed that the 10/6 BOS meeting will require a $\frac{1}{2}$ vote for bond issuance and to authorize bond sales. Aaron commented on it being an asset to the community and asked about the process of

accessing and booking the space. It was noted that an online reservation system will be available. There will be a collaboration with the local Lions Club to show the hall to interested parties. The art association and historical society will also reside in the hall.

Toni LeGras asked about the proforma and debt service, and Bruce will provide proforma for submission with the funding request. Laila noted that the VAC had requested the proforma so inclusion the funding packet is important. Bruce confirmed the restoration funding packet is being updated (item #14 in the staff report) and that the proforma is included in attachment 6.

Mike noted the liability to the County to maintain the site if funding does not cover expenses. Bruce reviewed the proforma with a net income of \$207,000 after operating expenses. A \$45,000 loss is anticipated in the first year after debt service obligations. The financials show a profit by the third year of operation. Bruce also noted the importance of North Coast tourism, which has generated \$45M in TOT over the last four years.

Toni commented on the local community organizations' need for the hall and their ability to use it at a reasonable rate. Toni asked about the future planning for open air space so large groups can gather. Laila noted that there is not currently a plan in the renovated hall for visitor serving needs, with County Parks managing who/how others can be potentially included to serve visitors. Bruce suggested that everyone collaborate on the best use of community space. Bram stated an interest to have additional funds from the County for infrastructure projects in other unincorporated communities, including the skate park in Cambria.

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the August 24 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Matt abstained.

Financials: The General Fund report has been tied to Bid Bunch expense tracking, both showing a total of \$119,099 in expenses for the month of August. Year-to-date is \$221,984. In reviewing YTD Actual vs. YTD Budget, items of note are:

- YTD revenue collected is \$408,254, more than \$127,884 over budget
- YTD expenses paid are \$221,984, which is under budget by \$71,491
- Net Income is \$718,717, more than \$199,375 over budget
- Overall cash increased by \$507,372 from June 30, 2022

August showed a 41% increase from 2021. Laila noted that AirBNB revenue in Avila and Toni said it is a calculation based on a county formula; it is unclear if the amount accurately represents each community's actual AirBNB collections.

General: It was noted that the new Pacific Motel recently opened in Cayucos.

CAO Cuming presented the SLO CAL Resident Tourism Sentiment Research survey. The overview reflects a cost of \$6,800 per community. Aaron said he understands the challenge of how small, unincorporated communities may be able to participate, and Bram commented about the importance of getting countywide sentiment. Matt suggested a north to south sentiment along the Highway 1 corridor. Mike agrees that it makes sense to look at the overall sentiment to help guide future projects. CAO Cuming will pursue Matt's suggestion and bring information to the October meeting.

Upcoming Events/Deadlines

- Next board meeting dates are October 26, and December 7 (combo November-December meeting) at Cambria Pines Lodge.

Discussion Items

Strategy & Topic Discussion

- **Matching Funds & Event Focus Funds policy:** CAO Cuming reviewed the current policies and amounts provided by CBID totaled \$105,265. Bram questioned whether these policies are serving the purpose originally intended. Aaron asked if it serves as an incubator program; Mike noted that was the hope but agrees with Bram that it is now different. Laila noted that support for the Sea Glass Festival did make a difference for the event. Aaron commented on the idea of nurturing an event with a goal to become self-sustaining after three years, like the City of SLO program from the past. Matt questioned how smaller communities can also benefit, noting that the three larger BIDs are the ones requesting funds. Cambria Tourism is using the program the most with \$65,250 in matching funds historically. Aaron said the board's job is heads-in-beds and events support this mission. Bram suggested creating an event marketing fund. CAO Cuming noted that CBID funds directly provide LFA support through the LFA Imperative Program. The CBID is looking at potential reallocation of future funds for the 23|24 budget. Mike suggested looking into investing in marketing events overall. The board agreed to continue LFA matching fund requests through the end of the fiscal year, and CAO Cuming will make LFAs aware of the potential shift in funding focus starting with 23|24 FY.
- **Vision Summit & Workshops:** Aaron agreed that Matthew Landkamer is a good match to help the CBID evolve its strategic direction, and that this work is needed to keep the organization focused. It was determined that October 14 will be the date for the Vision Summit and that Bram, Aaron, Gary and possibly Mike will attend, in addition to 2-3 members per LFA, LFA admins, Lori Keller and CAO Cuming. Suggested workshops 1&2 also include SLO CAL as a key partner.

Marketing & Stewardship Travel for Good

- **Roll-Up Report:** CAO Cuming reviewed key highlights. Mike suggested utilizing the email database as a potential partner asset. CAO Cuming will explore the option further.

Action Items

Local Fund Board Members

Avila Beach - Golda Escalante: A motion was made by Mike Hanchett and seconded by Aaron Graves to approve the Avila Beach board renewal for Golda Escalante; with no further discussion the motion passed by a unanimous voice vote.

Local Fund Area Applications

Cayucos Vet's Hall Restoration: CAO Cuming noted her discussion with Jenna Norton in the County Counsel office regarding any potential conflict of interest based on the fact that the VAC co-chairs serve on the Vet's Hall Community Committee; none was noted.

A motion was made by Mike Hanchett and seconded by Aaron Graves to approve the \$60,000 for the Vets Hall restoration that was supported by the VAC local area board. During discussion Laila expressed her interest to ensure there was a visitor serving component. The visitor center and historical society have been together in the same space for years. Mike said that the visitor center in San Simeon had 10,000 people come through per year, so he sees the value in having this within the Vet's Hall space. Matt asked about the commitment as to who will be in the space and how County Parks will manage. Toni noted that the community will be involved with how the space will be used and she imagines that the space itself will be visitor-serving. The CBID board also wants to ensure inclusion of the proforma financials in the funding application packet.

The motion was amended by Mike Hanchett and supported by Aaron Graves to approve the \$60,000 of VAC funds for the Vets Hall restoration, and it is recommended that it include a visiting serving component. With no further discussion, the motion passed by a unanimous voice vote.

Closing Comments

None

Future Agenda Items

- CTB & SSTA: Blendfest 2023 funding
- Kirstin | PR mid-year report

Adjournment

The meeting was adjourned at 1:56pm

