



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

Board Meeting Minutes
October 26, 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,
Gary Setting

County Liaison: CAO Cheryl Cuming

Absent:

Guests: Katie Sturtevant, Stewardship Travel for Good

Call to Order

At 12:03pm

Public Comment

None

Presentations

Katie Sturtevant, Travel for Good lead, thanked the CBID board for supporting the stewardship program for so many years. She shared a program update including World Travel & Tourism Council roundtable and TripCreator travel itineraries created for each community for the Season of Coastal Discovery for each. For 2023, the focus is creation of a guided/self-guided "Back to Nature" tours. Katie also touched on her role in PR coordination with Kirstin, including several visiting journalists from the likes of Forbes, Travel Awaits and Wine Enthusiast. Matt noted that sustainability is very popular, and Katie reiterated that the CBID was ahead of the trend, referring to an Expedia sustainability travel study. Laila mentioned the post-COVID trend to visit open areas and have rural experiences. Aaron said the interest of the younger generation is important and on the radar. Laila expressed interest in bringing back the movie night at Hearst Castle. Katie concluded by saying she feels supported by the board and excited to be ahead of this trend.

Administrative Items

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

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

Financials: Bram asked about the timing of financial reports and it was confirmed that it's based on collections of the prior month. Financials are reconciled through September. Items of note:

- General Fund and BID Bunch expense tracking report \$92,295 for September and \$314,280 YTD.
- YTD collected revenue is \$548,865, which is \$144,693 over budget.
- YTD expenses paid are \$314,279, which is \$125,933 under budget.
- YTD net income is \$767,033, which is \$270,626 more than anticipated.
- Overall cash increased by \$623,805 from June 30, 2022.
- September 2022 collection were down from 21|22, but above budget:
 - Avila Beach \$25,705
 - Edna & AG \$7,533
 - Cambria \$47,739
 - Cayucos \$19,333
 - Los Osos \$5,067
 - Nipomo & Oceano \$11,146
 - San Simeon \$23,823
 - CBID Total \$140,346

Hearst Foundation: CAO Cuming confirmed that she reconnected with Michael Young. Michael noted that The Hearst Foundation has received a \$10 million federal shuttered venue grant. The Foundation has plans to target events to attract larger donors, such as Twilight on the Terrace, pool swims, and dinner and a movie. A new executive director is being hired and scheduled to start on October 31.

SLO CAL Destination Summit: The summit is November 10 and will be attended by CBID constituents and BID Bunch members, including Laila Kollmann, Marshall Sumrall, Pandora Nash-Karner, Jamie Wallace, Gary Setting, Greg Pacheco, Lori Ritchey, Lori Keller and Cheryl Cuming.

Spartan Race: CAO reviewed details of Spartan sponsorship with SLO CAL and asked for board's feedback on last year's event. Matt said that he didn't notice an impact at his two properties in Paso Robles. Aaron said that Morro Bay did get some business. Gary asked about the event size (almost 8,000 attendees) and understood that the overall goal was to see lodging spill-over into several county communities. Aaron noted the solid demographic and that the first year is

considered a success. Board agreed to get additional information on the SLO CAL sponsorship to determine whether CBID will participate in the 2023 event.

Upcoming Events/Deadlines

- December 7 (combo November-December meeting) and January 25 at Cambria Pines Lodge.
- Vision workshops scheduled for November 17-18, 9am-12pm

Discussion Items

Strategy & Topic Discussion

- **Board Succession:** Mike noted the importance of filling the seat for vacation rentals. Aaron agreed that including that voice is needed. Aaron asked about the bylaws as to who can serve, and CAO Cuming confirmed it must be an owner or designated representative approved by the owner. CAO Cuming will reach out to possible candidates to determine interest.

Marketing & Stewardship Travel for Good

- **Roll-Up Report:** CAO Cuming reviewed key highlights, including that year-over-year website users were up 14%, paid search 75% and organic search down 41% as a result of the domain transition. Organic traffic continues to increase daily. There were also 100,000 more website sessions year over year. The bounce rate for the Scenic Drive page was noted as being high. SEO generated almost 1 million clicks in the month. The email list gained 3,200 new subscribers and two eblasts had an open rate over 30% each. The road trip content is credited for garnering 400% bigger delivery, 300% more clicks and 250% increase in visitors. There were 93,000 new visitors from paid media. Of new visitors, 49% were on the site longer than a minute. Social media organically produced over 435,000 impressions and had a reach of almost 230,000. Combined organic and paid social was 735,700 impressions and reach of 363,800. There have been 20 articles generated by public relations year-to-date and Kirstin met with 80+ journalists during 2 media missions. She will be at the December 7 meeting to review the mid-year stats and share 2023 plans.

Action Items

Lori Ritchey expanded scope: CAO Cuming noted Lori's contribution in roll-up reporting, as well as content, all aspects of marketing, managing two content creators, and expanding to manage photo and video assets. Lori also produces and manages the content calendar, website content and services, as well as social assets. The CBID is very happy with the results and how effectively Lori manages all the responsibilities. A motion was made by Mike Hanchett and seconded by Aaron Graves to expand Lori's scope of work at a cost of \$500 per month, effective December 1, 2022 through June 30, 2023. With no further discussion the motion passed by a unanimous voice vote.

SLO CAL Resident Tourism Sentiment Research Co-Op: CAO provided additional insights on how the CBID regions could participate in this SLO CAL co-op. Bram mentioned that SLO CAL's focus is to provide countywide data. Aaron noted who the CBID serves as constituents and what they value. CAO shared that the data collected within our smaller unincorporated communities would not be considered statistically significant. The board feels that we can learn from the insights gained on a countywide level and will not pursue a co-op at this time.

Local Fund Board Members

Cambria - Steve Kniffen: A motion was made by Mike Hanchett and seconded by Gary Setting to approve Steve Kniffen's application for a two-year term starting in December 2022. Discussion was held to ensure that Steve has a clear understanding of the LFA board's purpose and its pursuit of supporting tourism. The motion passed by a unanimous voice vote.

Local Fund Area Applications

Cambria & San Simeon - BlendFest: CAO Cuming presented the LFA fund application and matching fund application details totaling \$20,000 (\$10,000 San Simeon and \$10,000 Cambria). Aaron asked about the difference in year-over-year financials and CAO Cuming noted the increase in event expenses.

A motion was made by Laila Kollmann and seconded by Aaron Graves for matching funds of \$2,500 each for San Simeon and Cambria. With no further discussion the motion passed; Mike Hanchett abstained.

A motion was made by Gary Setting and seconded by Aaron Graves for LFA event funds of \$7,500 each for San Simeon and Cambria. With no further discussion the motion passed; Mike Hanchett abstained.

Los Osos - Paul Irving: Bram Winter noted his support of the \$2,000 for Paul Irving for photo usage and calendar sponsorship for Los Osos/Baywood.

Closing Comments

None

Future Agenda Items

- Kirstin | PR mid-year report
- Matching fund program assessment for 22 | 23

Adjournment

The meeting was adjourned at 2:06pm