

# Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) Agenda Wednesday, January 26, 2022 (12pm - 2pm)

Zoom

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

Melissa Murray, SLO CAL, Events & Festivals Strategy

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
  - o Board Meetings: February 23, 2022 (CPL), March 23 (CPL)
  - o Form 700 due April 1, 2022

#### **Discussion Items**

- Strategy/Topic Discussion
  - o Lori Keller & Lori Ritchey: Mid-year Roll-up Report
- Marketing & Stewardship Travel for Good

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- SLO CAL Events & Festival Strategy Commitment to Collaborate
- Contingency & Reserve Policy language and dollar amount
- LFA Board Member Applications
  - o CTB: Karen Cartwright and George Marschall
- Funding Applications
  - Oceano Nipomo: Tourism Oriented Signage (\$4,000)

#### **Future Agenda Items**

- March: BID Bunch: Hilary talks about our Media Mission strategy
- Western Monarch Trail interpretive signage project (SS, CAM, CAY, Baywood, LO, Nipomo)
  - o \$2,600 in funding approved on 1/18 by Nipomo

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes January 26, 2022, 12:00 p.m. Via Zoom

#### DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Mike Hanchett, Gary Setting

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Aaron Graves

Guests: Lori Keller, Lori Ritchey, Melissa Murray (SLO CAL)

#### Call to Order

At 12:02 p.m.

#### **Public Comment**

None

#### **Presentations**

Melissa Murray presented SLO CAL's Events & Festivals Strategy. She talked to the board about the overall strategy, benefits for residents, SLO County, municipalities, and DMOs. They are seeking collaborative efforts across all destinations, including the creation of a countywide event calendar. A signature on SLO CAL"s Commitment to Collaboration document is being requested.

Bram asked about lobbying the county to "cleanup" code for temporary event permitting. Melissa confirmed that SLO County will be part of those who agree to the Commitment to Collaborate. Melissa noted the involvement of third party to define areas of opportunity. Laila is interested in how to integrate and educate locals about the benefits of events and asked how it will move forward. Melissa outlined the process and next steps. Laila also asked about how this can help existing events to collaborate with others.

#### **Administrative Items**

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

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the December 8 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett abstained.

**Financials:** CAO Cuming reviewed the CBID financial reports. The bookkeeper has posted the activity and reconciled the accounts through December. We are on track with no outstanding items to clear up with the county. Included was one Excel workbook which contained the following year to date financial reports as of December 2021. General Fund - December 2021 against the Budget ties back to the BID Bunch expense tracking, both reporting a total of \$634,390.06 in expenses for July through December.

Year to date revenue collected, \$889,368.82, is \$333,505 more than what was budgeted year to date. Year to date expenses paid, \$634,390.06, came in under budget by \$77,519.28. Net Income is \$567,070.13 which is \$411,024.56 more than budgeted for year to date. Overall cash allocated to the General Fund increased by \$255,760.18 from July (this variance can be determined when reviewing the Balance Sheet).

**SLO Coast Wine Collective Specialty Crop Grant:** CAO Cuming provided background on the grant. It is a \$317,000 grant over 2.5 years to target millennials in San Diego, LA and Sacramento. The board agreed to have CAO Cuming draft a letter for CBID Chair, Bram to sign to show CBID support. Submission deadline is February 10, 2022.

#### **Upcoming Events/Deadlines**

- Next board meeting dates are February 23, 2022 and March 23, 2022; both at Cambria Pines Lodge.
- Form 700 is due April 1, 2022.

#### **Discussion Items**

#### **Strategy & Topic Discussion**

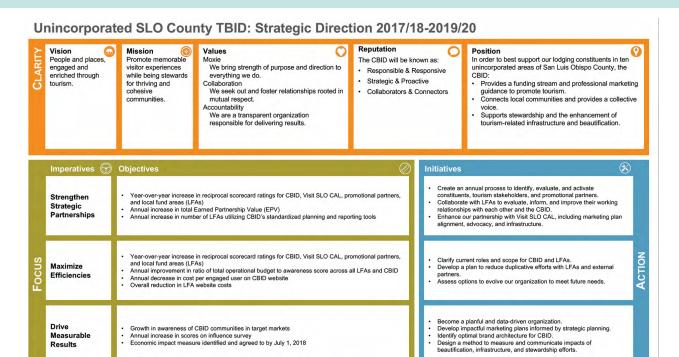
• Lori Keller and Lori Ritchey Mid-Year Roll-up Report:

Laila noted how much she likes the maps for coastal hiking, hidden secrets and wildlife. CAO Cuming mentioned the spring launch of Best Beaches along Highway

## Highwan 1 Discovern Route MID YEAR HIGHLIGHTS JULY 1 - DECEMBER 31, 2021

## Strategic Direction Audit

Results



## Data-Driven Organization



#### EXPONENTIAL GROWTH IN ORGANIC TRAFFIC

Sessions and time on site has increased and bounce rate has dropped



#### MAXIMIZE EFFICIENCIES

We drove 31% more users than a year ago at 15% (or \$33k) less spend!



#### DECREASE IN GPE USER

- CPV down 400% than last year (\$1.03 vs \$4)
- CP1+M User 5x better (\$2.25 vs \$12 last year)
- On average 20% of paid media visitors are converting to 1+ Min. Users



#### SUCCESS OF LEAD GENERATION

Average 112 new emails each day!

## Strategic, methodical process to rank on Google

- CONTENT GUIDELINES
- SEM/KEYWORDS
- (FO

- PR LINKS BACK TO WEBSITE
- REFERRAL LINKS
- SHARE STRATEGICALLY

#### HIGHWAY 1 FEATURED IN











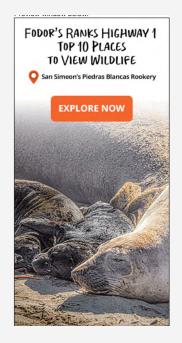








## Integration Sample







The Fodor's article generated 494,227 UVPM\*. Link directed to Wildlife map to download.

## Brand Partner Lock-up with SLOCAL































## Media Campaign alignment with SLOCAL

H1DR's Hidden
Secrets Campaign

SLOCALS Land of...

Campaign

#### KEY FINDINGS:

STICKIER

7% lower bounce

STAYED LONGER



26% longer 1:21 vs 1:04 READ MORE PAGES



1.65 vs 1.58

1. Laila requested that CAO Cuming send the CBID organizational chart to the board. Laila asked in working with the LFAs if there are any areas for improvement. Lori Ritchey noted that the CBID would like Cayucos to use Crowdriff; CAO Cuming noted the All Agency engagement is strong. The team keeps asking what can be done better. Laila noted that a level of trust has been built and feels like it is working well. CAO Cuming noted that through the imperative programs, including the newly launched SEM SOV co-op and paid social matching, the LFAs see value in participating.

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

• Mid-Year Roll up report presented.

#### **Action Items**

**SLO CAL Events & Festivals Strategy Commitment to Collaborate:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to support the signing of the Commitment to Collaborate. With no further discussion the motion passed by voice vote. Matt Masia voted against.

**Contingency & Reserve Policy:** CAO Cuming reviewed the example Contingency and Reserve policy language of others, as well as current language in the CBID Bylaws. Summary provided to recap 21/22 collections and anticipated carryforward as of June 30, 2022. Mike noted that the board wants to put their money to work and there will be a point of diminishing returns. He personally wants the CBID to have money available when constituents need it most. For example, at the start of COVID, the board had the money to keep our program whole and fully invested; he's not convinced that a specific percentage needs to be identified. Gary likes the overall direction to set aside funding for future investments and use. Laila supports the direction. Tessa confirmed consensus via a motion would be needed.

A motion was made by Mike Hanchett and seconded by Gary Setting to adopt the recommendation as proposed by CAO Cuming with a goal to build reserve funds to be used during times of need and to retain marketing activities without requiring a specific policy and/or percentage to either Contingency or Reserve. With no further discussion the motion passed by unanimous voice vote.

#### **Local Fund Board Members**

• CTB - Karen Cartwright & George Marschall: A motion was made by Matt Masia and seconded by Laila Kollmann to support the renewal of both Cambria Tourism board members. Tessa noted the need for a corrected letter from Karen Cartwright to reflect the correct term. With no further discussion the motion passed by unanimous voice vote.

#### **Local Fund Area Applications**

• Oceano/Nipomo - Tourism Oriented Signage: Funding does not require a CBID Advisory Board motion. Bram, as the Chair, noted his support of the VACO sign at \$4,000 for Oceano. CAO Cuming noted the local business focus and partnership with Old Juan's Cantina, Southpaw Signs and VACO.

#### **Closing Comments**

Laila asked about Highway 1 and Mike noted that it has been reopened. Hearst Castle could reopen on April 18, but that is not confirmed.

#### **Future Agenda Items**

- March: BID Bunch Hilary talks about media mission strategy
- Western Monarch Trail interpretive signage project; approved in Nipomo and Los Osos. CAO Cuming will bring a complete list of LFA approvals to the March meeting.

#### **Adjournment**

The meeting was adjourned at 1:27pm



## Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) Agenda

Wednesday, February 23, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - CA Coastal Commission LO VR letter
  - SLO Wine Collective grant letter of support
- Upcoming Events | deadlines
  - o Board Meetings: March 23 (CPL), April 27 (CPL)
  - Form 700 due April 1, 2022

#### **Discussion Items**

- Marketing & Stewardship Travel for Good
  - o Roll-Up Report

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- CBID Annual Renewal Sequence of Events
- LFA Board Member Applications
  - EV AGV: Elizabeth Thompson
- Funding Applications
  - Cambria: Historic Sign Restoration (\$2,600); Cambria Lawn Bowls 4-person tournament (\$2,500); Cambria Lawn Bowling Open 3-pairs tournament (\$2,500); Cambria Skatepark Skate Day (\$2,000)
  - Los Osos | Baywood: Wildcat Marketing addendum (\$4,200)

#### **Future Agenda Items**

- March: BID Bunch: Hilary talks about our Media Mission strategy
- Strategic Direction evolution
- Cambria Art & Wine Festival postponement
- Western Monarch Trail interpretive signage project

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes February 23, 2022, 12:00 p.m. Cambria Pines Lodge

#### DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Mike Hanchett, Gary Setting,

Aaron Graves (late)

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent:

Guests: Melissa Murray (SLO CAL)

#### Call to Order

At 12:06 p.m.

#### **Public Comment**

Hearst Castle may reopen by Earth Day

#### **Presentations**

None

#### **Administrative Items**

**Roll Call:** Matt Masia, Laila Kollmann, Bram Winter, Gary Setting, Aaron Graves (arrived at 12:55pm) and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the January 26 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

**Financials:** CAO Cuming reviewed the January financials.

YTD financial reports as of January 2022:

- 1. General Fund January 22 against the Budget
  - a. This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$681,384.38 in expenses for July through January.
- 2. When looking at the year-to-date actuals versus the year-to-date budget here are some comments (columns CY thru DE in the excel document or page 7 in the pdf file):
  - a. January up 72% Y/Y
  - b. YTD revenue collected \$1,006,999.25 is \$358,491.80 more than what was budgeted YTD
  - c. YTD expenses paid of \$681,384.38 came in under budget by \$149,176.47. This does not include any January invoices from Orange 22, which is contributing to the variance.
  - d. Net income is \$637,706.24 which is \$507,688.27 more than budgeted YTD.
  - e. Overall cash allocated to the General Fund increased by \$293,599.80 from June 30, 2021.

**CA Coastal Commission LO VR letter:** CAO Cuming shared that CCC supported the county recommendation. Matt asked how it will impact other unincorporated areas. Mike mentioned a concern about the home valuation impact. CAO Cuming noted the use-it-or-lose-it policy option suggested by CCC, who asked their staff and the county board to consider it.

**SLO Coast Wine Collective Specialty Crop Grant:** CAO Cuming confirmed that a letter was provided reflecting the CBID's support of the CDFA grant submission.

**SLO CAL update:** Melissa shared that the Travel & Tourism training curriculum is now available, including in Spanish. The Events & Festivals Strategy collaboration was approved so the RFP to fund an agency to build out the strategy has been released.

#### **Upcoming Events/Deadlines**

- Next board meeting dates are March 23, 2022 and April 27; both at Cambria Pines Lodge.
- Form 700 is due April 1, 2022.

#### **Discussion Items**

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

• **Roll-up Report:** CAO Cuming reviewed the Roll-Up Report for January. Highlights included a 73.22% increase in clicks, 71.61% increase in sessions

for organic. Overall organic search was up 68%; after being shut down last January this is great progress. The Best Beaches campaign launch is set for March 1. Wildflower season hasn't started yet, but there is early traction for a high ranking for "coastal wildflowers." The email campaign efforts added 3.481 new subscribers and an open rate of 25.4% and 24.5% for the two eblasts. Paid media generated 6.3M impressions, 152K clicks, approximately 50K new visitors, 23K goal conversions, 305K engagements, 10K users of over one minute, and 3,060 map downloads (emails collected). On social media, videos drove ½ of all engagements. Organic social had 173K video views on Facebook, showing that the investment in YouTube ads is delivering results across platforms. Videos driving results are the new hiking series. Pinterest is being more closely watched. It had almost 34K impressions, 489 engagements, 15K total audience and 327 engaged audience. Print ad campaign has had almost 400 QR code scans to download the wildlife map. There were 10 new pieces of content created during January. There are 4 media missions planned, which Hilary will review at the meeting next month.

#### **Action Items**

**CBID Annual Review Sequence of Events:** Tessa reviewed the annual renewal sequence. On April 19, the Board of Supervisors meeting will include approval of intention to renew which triggers the county mailing of public notices. On May 17 the public meeting is held. On July 1 the renewal is complete, and the tourism assessment collection continues. CAO Cuming noted that the year-end report will be submitted by May 1, 2022.

#### **Local Fund Board Members**

• **AG/Edna Valley - Elizabeth Thompson:** A motion was made by Mike Hanchett and seconded by Gary Setting; with no further discussion the motion passed by unanimous voice vote.

#### **Local Fund Area Applications**

All items did not require board approval as they were under \$4,999.

- CTB Historic sign restoration (\$2,600), Lawn Bowls 4-person tournament (\$2,500), Lawn Bowls Open 3-person tournament (\$2,500); Bram voiced his approval of these three
- CTB Skatepark Skate Day (\$2,000): The Cambria Skate Park application for \$50,000 did not pass approval at the CTB meeting. Bram asked that the CBID board discuss the Skate Day application for \$2,000. Mike is concerned about the nexus to tourism for the event. Marketing details, budget details and out of area visitation were not provided by the applicant. Bram agrees with Mike that this application is not complete. Matt noted that a follow-up

report would show if it produced noticeable results. Laila said that guests in Cayucos do send their teenagers to the skate park. Mike observed that the tourist profile in Cayucos is different than in Cambria.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to deny the application since it was not completed fully. Further discussion was held on the importance of due diligence by the applicants and LFA boards, and that these policies are in place for good reason. The CBID Advisory Board agreed that applications should not be brought forward by the local area board if they are not complete. With no further discussion the motion passed by unanimous voice vote.

• VLOB - ShadeTree (Danielle Dubow) marketing addendum (\$4,800): This item did not require board approval as it is under \$4,999 - Bram supported this submission.

#### **Closing Comments**

None

#### **Future Agenda Items**

- March: BID Bunch Hilary talks about media mission strategy
- Strategic Direction evolution
- Cambria Art & Wine Festival postponement
- Western Monarch Trail interpretive signage project

#### **Adjournment**

The meeting was adjourned at 1:07pm.



## Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) Agenda

Wednesday, March 23, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

BID Bunch: Hilary talks about our Media Mission strategy and FY highlights Kristine Howland: Western Monarch Trail interpretive signage project

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
  - Board Meetings: April 27 (CPL), May 18 (CPL)
  - o Form 700 due April 1, 2022
  - CBID Renewal BOS meeting dates: 4/19 ROI and 5/17 public meeting

#### **Discussion Items**

- Strategy/Ideation Topic
  - 22 | 23 budget collection projection
  - Evolve our 5-year Strategic Plan
- Marketing & Stewardship Travel for Good
  - o Roll-Up Report

**Action Items** (each topic will allow for Board Discussion, followed by Public Comment)

- H1 map collateral QR code test
- LFA Board Member Applications
- Funding Applications

#### **Future Agenda Items**

- April: Strategic Marketing Outline and Draft 22 | 23 Budget, June contract renewals
- Coastal Farms & Farmer's of the Sea
- Cambria Art & Wine Festival postponement

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

Board Meeting Minutes March 23, 2022, 12:00 p.m. Cambria Pines Lodge

#### DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Laila Kollmann, Aaron Graves

Guests: Eric Parker (SLO CAL), Hilary Townsend, Kristine Howland (WMT)

#### Call to Order

At 12:09 p.m.

#### **Public Comment**

None

#### **Presentations**

Hilary presented her strategy for media missions including media clusters, pitching techniques, efficiency, follow-up and relationship building. In 2021/2022 there have been six missions to date. They include Visit California (IMM and regional events), in-market desk sides, SATW and Travel Classics. H1DR must pitch and be invited to these events. Coverage highlights include Forbes, Sunset, USA Today, Travel + Leisure, Via, Washington Post, LA Times, Parade and Reader's Digest. Upcoming coverage includes AARP, Westways, Nat Geo Traveler and Coastal Living. There has been success in getting the H1DR direct site links from digital stories, which has really driven sessions. There are also white list blogs and ads. Bram asked if there have been stories from each visiting journalist and Hilary confirmed that there has been. She has a strict vetting process which is more often saying "thank you" than "yes." Mike noted Hilary's success and quality. It was highlighted that there is a lot

of work with LFA marketing agencies, as well as the H1DR dream team, a partnership with Monterey, Santa Maria Valley and Santa Barbara.

Kristine Howland presented information on the Western Monarch Trail. Confirmed sites along H1DR include the Monarch Grove Natural Area in Los Osos, Hearst San Simeon State Park, and Downtown Cambria. A site at Trilogy in Nipomo is awaiting final approval from the landowner. Additional sites beyond H1DR include SLO Botanical Garden, Pismo State Beach grove, and Elwood Nature Preserve in Goleta. Proposed sites include Avila Valley Barn (pollination garden) and the Octagon Barn. The project timeline is:

January - April, grant funding application submission and review April - May, grant funding approval and panel content development May, panel content design begins; June, panel content approved July, panel fabrication; October, panel installation.

Bram asked about native habitats since Eucalyptus trees are not native. Kristine noted the Monarch Butterfly Ball fundraiser on September 10.

#### **Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the February 23 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming reviewed the February financials, which have been reconciled with not outstanding items to resolve with the county. YTD financial reports as of February 2022:

- 1. General Fund February 22 against the Budget
  - a. This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$774,153 in expenses for July through February.
- 2. When looking at the year-to-date actuals versus the year-to-date budget here are some comments:
  - a. YTD revenue collected \$1,075,928.38 is \$334,770 more than what was budgeted YTD
  - b. YTD expenses paid of \$772,153 came in under budget by \$175,060.
  - c. Net income is \$613,867 which is \$509,837 more than budgeted YTD.
  - d. Overall cash allocated to the General Fund increased by \$266,752 from June 30, 2021.

**SLO CAL update:** Erik Parker from SLO CAL introduced himself to the board, and thanked the CBID board for their ongoing partnership.

#### **Upcoming Events/Deadlines**

- Next board meeting dates are April 27 and May 18; both at Cambria Pines Lodge.
- Form 700 is due April 1, 2022.
- CBID renewal Board of Supervisors meeting dates are April 19 for ROI and May 17 for public comment

#### **Discussion Items**

#### **Strategy & Topic Discussion**

- 22|23 Budget Collection Projection: CAO Cuming asked the board members to anticipate the next fiscal year outlook for lodging. Bram noted that travel may "cool off" sometime though bookings are still strong through spring. Matt said he feels very encouraged and believes the area will remain a popular destination. High gas prices may be an advantage in attracting the CA drive markets. Gary said that repeat business will be strong and Mike noted that the area is well insulated from impacts that hit other markets. There was hesitation from the group to budget at 40% over 2019 (the current trend with actual collections), with a preference to lean more conservative. Foreign travel is expected to increase again soon. Bram believes the market locally has changed with gas prices having an impact and work-from-home generating more mid-week business. CAO Cuming will bring a projected budget to the April meeting.
- **Evolve 5-Year Strategic Plan:** CAO Cuming presented the proposal from Whereabout's Matthew Landkamer to determine if the project should be included in the budget for the upcoming year. Gary was in support of working with Matthew. Mike was also supportive of the process and believes the investment of time to be worthwhile. Based on support of the board, CAO Cuming will include the cost in the 22|23 budget.

#### Marketing & Stewardship Travel for Good

 CAO Cuming noted roll-up report was included in packet. The Board did not have any questions.

#### **Action Items**

**QR Code Rack Card:** Prior to COVID, the CBID invested ~\$60,000 annually to distribute 250,000 H1DR maps throughout California in 1,500 Certified Folder locations. Pick-up was solid, however no visitor data was collected. The BID Bunch

is recommending evolving to QR codes that promote the lead-generation maps. Recent data reports 30-35% of people offered a QR code option will scan the code to download information. In 2018-2020, there was a 94% increase in the number of QR code interactions. The proposal is to conduct a 4-month test from May through August to determine if H1DR can capture a 30% engagement rate, based on rack cards distributed compared to number of email addresses collected. In the current database, 30,000 users are from lead-generation efforts, which equates to 40%.

CAO Cuming reviewed the options.

Option 1: Test with 5 tourism partners (CWC, SLO VC, Cambria VC, agriCULTURAL VC, FES VC) totaling 10,000 rack cards and no distribution costs. Conversion goal of 3,000 new email addresses. Cost of \$2,750 (printing and freight).

Option 2: Test with same 5 partners + 183 Certified Folder sites totaling 25,000 rack cards. Conversion goal of 7,500 new email addresses. Cost of \$5,2500 (\$3,750 printing and freight + \$1,500 CF distribution).

Matt is very excited about the dynamic content offer, including the possibility of having different languages. He strongly believes it is worth doing. Bram and Laila both supported option 2. Gary is interested in seeing the measurements and amount of emails captured.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$5,250 for option 2; with no further discussion the motion passed by unanimous voice vote.

#### **Local Fund Board Members and Local Fund Area Applications**

None

#### **Closing Comments**

It was shared that Hilary Townsend is retiring and she will be working with CAO Cuming to find the right person to replace her.

#### **Future Agenda Items**

- April: Strategic Marketing Outline and draft 22 | 23 budget; June contract renewals
- Cambria Art & Wine Festival postponement

#### <u>Adjournment</u>

The meeting was adjourned at 1:37pm



## Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) Agenda

Wednesday, April 27, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
  - Board Meetings: May 18 (CPL), June 22
  - CBID Renewal BOS meeting dates: ROI approved; 5/17 public meeting

#### **Discussion Items**

- Strategy/Ideation Topic
  - o 22 | 23 Strategic Marketing Approach
  - o 22 | 23 draft budget
- Marketing & Stewardship Travel for Good
  - Roll-Up Report

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- CBID Contract renewals: CrowdRiff; Allison Palm
- LFA Board Member Applications
- Funding Applications
  - o CTB: Managing Assistant; Arthritis Bike Ride
  - ABTA: Administrator
  - VAC: Eroica start and finish
  - VLOB: Shadetree marketing
  - SSTA: Solterra marketing

#### **Future Agenda Items**

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

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



# 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

#### <u>Adjournment</u>

The meeting was adjourned at 1:56pm



## Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) Agenda

Wednesday, May 18, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### Call to Order

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - CTB CCSD letter of support
- Upcoming Events | deadlines
  - Board Meetings: June 22, July 27

#### **Discussion Items**

- Strategy/Ideation Topic
  - o 22 | 23 Strategic Marketing plan, Lori Keller
- Marketing & Stewardship Travel for Good
  - o Roll-Up Report

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- 22 | 23 Marketing Plan
- 22 | 23 Budget
- LFA Board Member Applications
  - CTB: Amber Martin (resignation)
  - EV AGV: Elisa Carraway (renewal); Sara Hames (new)
- Funding Applications
  - o CTB: A&H Marketing Addendum
  - CTB and SSTA: Scarecrow Festival
  - o VAC: Shadetree and Danna Joy marketing contract renewals; July 4<sup>th</sup> event sponsorship

#### **Future Agenda Items**

- June: 22 | 23 Media Plan presentation from Ann Balboa; PR transition plan
- Event Matching Fund policy

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



# 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, were 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 4<sup>th</sup> 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



# Unincorporated San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID) REVISED Agenda Wednesday, June 22, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

#### **Confirm addition of SLO CAL item**

**Public Comment** (limited to 3 minutes per speaker)

Presentation/s Meet Kirstin Koszorus, K2 Public Relations

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
  - Board Meetings: July 27, August 24 (confirm)

#### **Discussion Items**

- Strategy/Ideation Topic
  - o 22 | 23 Media plan, Ann Balboa and Lori Keller
- Marketing & Stewardship Travel for Good
  - Roll-Up Report

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- PR scopes Kirstin, Hilary and Katie
- LFA 22 | 23 budgets
- LFA imperative addendum for Orange 22
- SLO CAL's Coalition per diem advocacy letter
- LFA Board Member and Funding Applications
  - VLOB: Monarch Butterfly Ball sponsorship
  - EV AGV: Big Red Marketing contract renewal; SLO Coast Wine Collective partnership

#### **Future Agenda Items**

• July: Event Matching Fund policy; 22 | 23 content and website strategy, Lori Ritchey; WMT funding

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



# 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 Google Ads to anchor brand and Grow LFAs Google Ads (SEM and Discovery Ads)

Premium – for brand alignment & ... Social to Amplify and continue the story, drive CRM CRM matching to increase Emails Optimization +Learning. Meet or Beat KPI's. Google Analytics, Site stats, Pixels, 1rst Party Data overlays "Best of' rolled out as LFA Co-op Programs, 50/50 Match, bigger budget this year, possible CTV

#### 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
- · 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

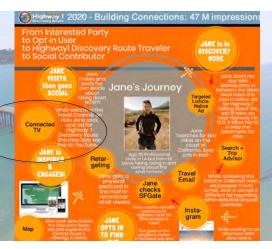
## Google Ads was our top source of traffic slightly ahead of Organic

leading source of 1 Minute Sessions, bringing in 54K+ such 80% of these coming from New Users on the



## Remember Jane?

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



## **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 cents per view, matching the power of Social





## 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 Dstillery 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



# Amazon. We will use Amazon's huge "walled garden" to reach lesture travelers based on shopping behaviors such as purchasing luggage and travel gear or while actively shopping for travel books, road trip guides etc. All targeted only to our Sf and LA DMA targets only. Based on your recent views Part Hard Ram (Part Ha

## **CTV Examples**

Premium CTV - reach targeted streaming viewers watching content from premium networks such 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.





## **Contextual Targeting Examples**

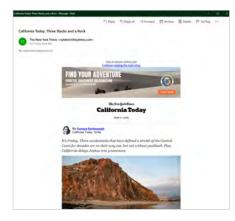








## eNewsletter Example

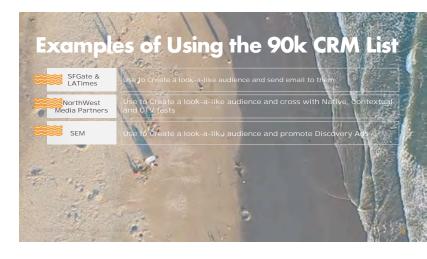


## **Retargeting More Deeply**

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.





## 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

#### 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

Investment: \$5,000







#### **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



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

Wednesday, July 27, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **MEETING CANCELLED**

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
  - Board Meetings:

#### **Discussion Items**

- Strategy/Ideation Topic
- Marketing & Stewardship Travel for Good
  - o Roll-Up Report

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member Applications
- **Funding Applications**

#### **Future Agenda Items**

- Event Matching Fund policy
- 22 | 23 content and website strategy
- WMT funding

#### **Closing Comments**

#### **Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

#### Agenda Wednesday, August 24, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

#### Presentation/s

#### Administrative Items (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - Hotel Performance Trends (provided by SLO CAL | Tourism Economics)
- Upcoming Events | deadlines
  - o Board Meetings: September 28, October 26 and December 7 (Nov/Dec combo mtg)

#### **Discussion Items**

- Strategy/Ideation Topic
  - Lori R: 21 | 22 Fiscal Year Roll-Up, H1 Road Trip launch, and 22 | 23 Content Strategy
- Marketing & Stewardship Travel for Good
  - QR code map brochure test

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- Western Monarch Trail interpretive signage
- LFA Board Member and Funding Applications
  - VAC: Melissa Kurry (renewal)
  - ABTA: Cycle Central Coast sponsorship (\$15,950); Harvest on the Coast (\$26,000)

#### **Future Agenda Items**

• Event Matching Fund policy (September)

#### **Closing Comments**

#### Adjournment



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

Board Meeting Minutes August 24, 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: Nikki Schmidt, CAO Cheryl Cuming

Absent: Matt Masia

Guests: Eric Parker (SLO CAL), Lori Ritchey

#### **Call to Order**

At 12:06pm

#### **Public Comment**

It was announced that County liaison Tessa Cornejo had a baby boy, named Enzo. And Shirley Lyon said to tell her former fellow board members hello.

#### **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 Aaron Graves to approve the June 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann abstained.

**Financials:** The 22 | 23 budgets have been set at -20% year-over-year. July was down 7.5% Y|Y. Aaron noted a 2-8% average decrease in July. Lodging partners still remain positive that the summer will end strong.

SLO CAL reported on the Hotel Performance Trends generated by their partnership with Tourism Economics. Overall, there is concern that the market is slipping. The

report outlined relevant occupancy, ADR, RevPAR, supply, demand and room revenue numbers against the comp set. The area remains strong as a destination when compared to the comps; visitors are returning at a faster and higher rate. The comp set markets are now fully open and seeing the benefits that SLO CAL saw early on. The SLO CAL run rate remains high and, in most cases, is outperforming the comp set. Three key takeaways were: 1) new lodging supply is up 9.2% over 2019, so flat occupancy actually means a 9.2% increase; 2) room revenue is up 39% over 2019 in June and 42% YTD; 3) last few weeks of strong performance being driven by \$200k SLO CAL board approved for May and June spend to reinforce peak season.

#### **Upcoming Events/Deadlines**

 Next board meeting dates are September 28, October 26, and December 7 (combo November-December meeting) at Cambria Pines Lodge.

#### **Discussion Items**

#### **Strategy & Topic Discussion**

• 21|22 Roll-up Report, H1 Road Trip Launch, 22|23 Content strategy:
Lori Ritchey presented the reports and information. Bram asked about
website referrals and CAO Cuming confirmed that visitors are sent directly to
San Simeon, Cambria and Avila Beach websites. Laila was excited to see that
the Highway 1 Road Trip name and URL had been secured as she sees lots of
opportunity for the brand. Bram suggested developing content on road trip
loops in our region and throughout California; he feels the consumer would
benefit and the SEO strategy is good.

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

- **QR code map brochure test:** The test results showed:
  - Almost 700 QR code scans were received and added as new subscribers
  - Approximately 14,000 brochures have been picked up (almost 60% of the total)
  - This is a 5% conversion rate to OR code scans (target 30%)
  - At a 5% rate, 250,000 brochures would create 12,500 new subscribers
  - Cost of the program would be \$52,500 at a cost per subscriber of \$4.20
  - Our current cost per lead/CPL to capture a new subscriber is \$1.42
  - The test does not support moving ahead with a collateral distribution program

Bram asked about the cost/guest range at each property - he estimates marketing cost at \$10/guest. Mike asked if there was value in getting the web visits even if we don't capture the email; we could re-target at a later date to obtain their email. CAO Cuming will explore this option and provide details at the September meeting.



1,000,000 +

We hit the big 1 million+ mark in nearly ALL of our disciplines.

WEBSITE SESSIONS

> more than 1M sessions and 838K new users. Sessions were up 44% for the 21/22 when compared to 20/21 data.



With higher quality visitors. 1 out of every 5 of these users, or 20%, went on to spend 1+ Minute on the site - that's 3x as many 1+ minute users from paid media than we did 2 years ago.



Sent to 2 million recipients with nearly half a million opens and an Improved CTR.

1,000,000 +



10.7 million Impressions with nearly half a million clicks.



Organic Search is the leading acquisition channel at 28% of total traffic. Impressions reached more than 17.7 million, up 236% Y/Y with page views reaching more than 483k, up 78% Y/Y.

#### SOCIAL MEDIA IMPRESSIONS

Instagram and Facebook combined had nearly 23 million Impressions, 1 million engagements, and 1.5 million video views.

Over 166 video assets have been added to the library, which Is a huge value to all the

68 new content pages and 14 blogs added to the website.

126 articles to date, 32 visiting journalists,



H1DR reached a record with

## Additional Highlights

126

## LFA Program

For our LFA efforts, we saw the most Conversions from the Cayucos, Cambria, Los Osos, and Oceano/Nipomo efforts, with all gaining at least 30K Clicks from Google Ads (and most many more than that). We tested using Video for different purposes and found it very malleable and efficient.



\$.15 LOWEST CPC
Discovery Ads - Family

\$1.54 LOWEST COST PER CONV.
Cambria Core Search

2.7M HIGHEST IMPRESSIONS
San Simeon Discovery Ads



## Successful transition to HIRT.com

- With 301 redirects in-place and search console and GA tracking data, the tactical items were completed seamlessly.
- Search Console has recorded zero errors while re-indexing the site.
- The site did see the expected drop in organic traffic for about a week. However, we are on the path to full recovery with over 600 organic sessions. (We were averaging about 900 per day before the URL change.)
- Long-term, this will be a big win for both branding, marketing, and SEO. The hope is that we are fully recovered within 30 days.









#### - Highway 1 Road Trip Tool Kit

- Road Trip logo
  - Alternate white logo
  - Round navy logo
  - Round white logo
- Road Trip landing page
- Social handles & hashtags
- Scenic Drives :30 video (downloadable)
- Flickr album
- Sample Ads
- Sample Social
- Email
- Blog Post
- YouTube Road Trip playlist
- MP4 downloadable videos

#### Maps

- Wildlife Viewing
- Hidden Secrets
- Beaches
- Coastal Hiking

#### SF Gate Story Studio:

- Wherever you go, there you are
- · Turnoffs that turn on

## Overarching Content Calendar

	Q1-2022			Q2-2022				0.3-2022	
	July	August (Golf Month)	September (Wine & Surf Month)	October	November	December	January	February	March
New Highway 1 Road Trip brand assets					Nov 17th - National Hiking Day		Jan. 25th - National Plan for Vacation Day		Pivot to Beaches Content
PAID MEDIA	Google Keywords & Discovery	Campaign 1: 8/15-11/15 (Hig		ighway 1 Road Trip)	Only SEM		Campaign 2: Winter: 1/5-2/28		
NESSAGES/CONTENT THEMES		Coast Highway found in majestic, San	d trip along our stretch of Highway 1. A rose Luis Obispo County/SLO CAL offers up mem	ories of a lifetime.		Holidays	Season of Coastal Discovery: Wildlife		
paid media, social, email, etc.	Best Beaches	Highway 1 Road Trip - Where to Stop	Highway 1 Road Trip - Where to Stop	Highway 1 Road Trip - Where to Sto	g Highway 1 Road Trip - Where to Stop	I .			Outdoor Activities
ct pages we want to promote?	Highway 1 Road Trip - Where to Stop	Best Beaches	Surfing on Hwy 1	Best time to visit	40-50 miles of protected coastline				Golf along Highway 1
			Best of California Coastal Wine Region	85 miles of coastline	300 bird species				
				362 days of sunshine					
H1RT Email		H1RT Campaign Launch AB Test	The Best of California Coastal Wine Region	The hest time to visit our 85 miles o	Abundance Abounds				
		Check THIS road trip off of your bucke		Speeky fun times along Hwy 1	Free Coastal Hiking Map	Memory-Making Holiday Events	Wellness, Wildlife, Nature		
					* FNAME * - The Best Sites for Butt	"IFNAME!" - dare to take the	Restaurant Month		
		Top 10 Reasons You Should Take a							
isticle Blog, include locals tips		Highway 1 Road Trip							
CrowdRiff	Road Trips	Accomodations	Wine & Wineries (VCA campaign)	Specky Destinations	Culinary Support (Food & Drink)	Holiday/Snow	Luxury Experiences	Snow or Romance	Music, Arts, Culture, Festivals
Travel Story Editorial Calendar	Sustainable Travel	Camping/Glamping	Surfing (VCA campaign)	Fall Colors					
SLOCAL Marketing Focus Calendar				Explorer Itinerary		Persons with Disabilities Day	Restaurant Month	Black History Month	
	Roadtrips	YOLO Itinerary	Hispanic Heritage Month	Fall Festivities	SLO CAL Crafted	Holiday	Deadline to Sign-up: November 15	Valentines Day	Women's History Month
Visit California		Accommodations (hotels,					Wellness; Trip Planning	Snow	
ubmissions Editorial Calendar	Sustainability	camp/glamp)	Wine/Beer; Surfing	Fall Colors	Luxury	Holidays	**Nat'l Plan for Vacation Day	Romance	Shop Local
			**Wine Month						
	Outdoor	**Road Trips (in-state)	**Surf Month	Halloween	Holidays	**Snow		**Super Bowl	Arts/Culture
	4th of July National Picnic Month	National Family Fun Month National Golf Month	6.Labor Day National Apple Month	First week is World Space Week 2 World Smile Day	Monarch Butterfly season through feb	National Christmas Lights Day			1. Mardi Gras 3. Employee Appreciation Day
	National Hot Dog Month	1st - Nat'l Girlfriends Day	California Wine Month	10 National Farm Day	3.Sandwich Day	Giving Tuesday for charities		1. Lunar New Year (between	8. Intn'i Women's Day
	National Grilling Month	4th - Nat'l White Wine Day	7th National Beer Lovers Day	14.Columbus Day/Indigenous	1.End of Daylight Savings Time	4.Nat1 Cookie Day		January 21 and February 20)	First Friday in March (sundown
	Nationi Family Reunion Month 17th - World Emoil Day	7th - National Lighthouse Day		Peoples' Day	3. Election Day 11. Veterans Day	7. Pearl Harbor Remembrance Day		2.Groundhog Day	sundown): National Day of
Holidays & National Events	19th Nat'l Ice Cream Day (3rd Sun in	National Farmers Market Week	12.Grandparents Day	14.Nat1 Dessert Day		13-14: Gernidis Meteor Shower		12.Super Bowl Sunday	Unplugging 12.Dovlieht Savines
	July)	8/26 - National Dog Day	11.Patriot Day-9/11	16.Boss's Day		13. National Ice Cream Day		9.Nat'l Pizza Day	14. Pi Day
	20th National Hot Dog Day	Pet Friendly Activities 28th - National Red Wine Day	18.Nat1 Cheeseburger Day	17. Nat'l Pasta Day 25. World Pasta Day	17: Leonids Meteor Shower	21. First Day of Winter 10-18. Haruskish	1.New Years 18.MLK Day	14 Valentine's Day 18 Nat 1 Drink Wine Day	17.St. Patrick's Day
	24th Parent's Day (4th Sun in July)	8/30 - National Beach Day	22.1st Day of Autumn 29. National Coffee Day	25. Wond Pasta Usy 24.Make a Difference Day	26.Thankuriving	25.Christmas	25.Nat'l Opposite Day	20.President's Day	20 Spring Equinox
	15th - National Wine & Choese Day	31st - National Eat Outside Day	29. National Comes Day	31.Halloween		31.New Years Eve	31. National Plan for Vacation Day	Whale Day (3rd Sunday in Feb)	20 Persian New Year (Nowrus
					1	Cambria Christmas Market			
			California Wine Month	1-31.Cambria Scarecrow Festival		TBO Holiday Harmony Tree Lighting			8-13. SLOIFF TRD Art and Wine Tour (AT)
SLO CAL Events	4. 4th of July Celebrations			4-6.MB Harbor Festival 9. PR Pioneer Day	5-6 Paderewski Festival	(PB) TBO Holiday Parade	1.Polar Bear Dip(CY) 1.Polar Bear Plume (AB)		TBD Art and Wine Tour (AT) TBD SLD Comedy Festival (SLD
	Gayucos Fireworks		19-111 AVOCADO and Marganta Pestival (Ma)		21 City to the Sea half marathon	TRO Lighted Boat Parade (MR)	1.Pier to Plunge SK (PB - not confirmed)		3-6 Cambria Film Festival
	- Pismo Reach Fineworks		20. CA Surf Day	21-24 Pismo Jazz Jubilee	TBD. Holiday Lighting Ceremony (PR)		TRO - Paso RiendFest on the Coast		11-13 Sea Glass Festival (CV)
	20-31ist - Paso Mid-State Fair		24-25 Harvest Festival (AG)		TBD. AG Holiday Parade	TBD Vine Street Victorian	14-17 Winter Bird Festival (MB)	26 SLO Craft Beer + Music Festival	
				TBD. Dia de los Muertos Event	26-Jan 2. Cambria Christmas Market				





## Content Strategy

### UPDATE EXISTING

H1RT page overtaken the home page as the top page for organic search traffic. Elephant Seals, Moonstone Beach, Ragged Point and Montana De Oro continue to be high traffic pages also.

#### NEW CONTENT

Based on the "Things To Do in \*\*\*" Search Terms, we will build authority pages for each destination that explores the area. These will be high-level content that point to individual profiles.

#### BLOG STRATEGY

Our blog strategy will focus on listicles. This content will cross-link heavily into the site to create silos of authority content for the search engines.



#### **Action Items**

#### **CA Western Monarch Trail:**

CAO Cuming shared details about the trail. Laila asked about butterfly mural funding and Eric said there are three murals throughout the county. Mike commented on QR codes on the signage. He also spoke about Travel for Good press release on the trail as a project for Kirstin and Katie to connect with local press. CAO Cuming noted that both residents and visitors benefit from the trail.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$12,778.15 to be divided by 5 local fund areas (San Simeon, Cambria, Los Osos, Avila Beach and Nipomo) for the Western Monarch Trail interpretive signage in each location; with no further discussion the motion passed. Gary abstained.

#### **Local Fund Board Members**

**Cayucos - Melissa Kurry:** The VAC board term for Melissa expired and the VAC board confirmed their support of her letter of interest to renew for another term.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve the renewal; with no further discussion the motion passed by a unanimous voice vote.

#### **Local Fund Area Applications**

**Avila Beach Cycle Central Coast:** CAO Cuming reviewed the renewal of the Cycle Central Coast annual sponsorship in Avila Beach, noting that Cambria and San Simeon had already renewed for another year. Bram commented on the importance of confirming the Cambria Tourism Board's support of all those interested in funding sponsorships.

A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$15,950 for the CCC sponsorship renewal in Avila Beach. With no further discussion, the motion passed by a unanimous voice vote.

**Avila Beach SLO Coast Wine Collective:** Harvest on the Coast event sponsorship request of \$26,000. CAO Cuming reviewed the application and funding details and noted the increase in ask from prior years due to increased event expenses. The Avila board does feel strongly that this event attracts a solid number of out of area visitors and puts heads in beds.

A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$26,000 for the HOTC sponsorship renewal in Avila Beach. With no further discussion, the motion passed by a unanimous voice vote.

### **Closing Comments**

Bram asked if the board was interested in discussing the event matching funds policy. CAO Cuming will create a summary of past funding. Aaron confirmed he would like to revisit and Mike agreed it would be prudent.

Bram mentioned that Michael Young, Hearst Castle Foundation, has ticket packages available for lodging.

#### **Future Agenda Items**

• Event matching funds policy

### **Adjournment**

The meeting was adjourned at 1:49pm



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

#### Agenda Wednesday, September 28, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Presentation** - Supervisor Bruce Gibson, Vet's Hall Restoration

#### Administrative Items (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - New lodging property in Cayucos The Pacific
  - o SLO CAL Resident Tourism Sentiment Research co-op
- Upcoming Events | deadlines
  - Board Meetings: October 26 and December 7 (Nov/Dec combo mtg)

#### **Discussion Items**

- Strategy/Ideation Topic
  - Matching Fund & Event Focus Fund policies
  - Vision Summit and Workshops who, when, where
- Marketing & Stewardship Travel for Good
  - Roll-up Report
  - QR code map brochure test

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- LFA Board Member and Funding Applications
  - ABTA: Golda Escalante (renewal)
  - VAC: Vet's Hall Restoration B&I funding (\$60,000)

#### **Future Agenda Items**

- CTB & SSTA: Blendfest 2023 funding (October)
- Kirstin|PR mid-year report (December)

#### **Closing Comments**

#### **Adjournment**



# 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  $\frac{4}{5}$  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 important 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 selfsustaining 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



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

#### Agenda Wednesday, October 26, 2022 (12pm - 2pm)

Cambria Pines Lodge

#### Call to Order

**Public Comment** (limited to 3 minutes per speaker)

Presentation Katie Sturtevant: Bi-Annual Travel for Good recap

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - Hearst Foundation
  - SLO CAL Destination Summit November 10 confirm CBID | H1RT table
- Upcoming Events | deadlines
  - o Board Meetings: December 7 (Nov/Dec combo mtg), January 25, 2023
  - Vision Summit completed; Workshops scheduled 11/16 11/18 (times TBD)

#### **Discussion Items**

- Strategy/Ideation Topic
  - Board Succession
- Marketing & Stewardship Travel for Good
  - Roll-up Report

**Action Items** (each topic will allow for Board Discussion, followed by Public Comment)

- Lori Ritchey Expanded Scope
- SLO CAL Resident Tourism Sentiment Research co-op
- LFA Board Member and Funding Applications
  - CTB: Steve Kniffen (new)
  - CTB | SSTA: BlendFest (\$10,000 each with \$2,500 each requested matching funds)

#### **Future Agenda Items**

- Kirstin|PR mid-year report (December)
- Matching Fund program assessment for 22 | 23

#### **Closing Comments**

#### **Adjournment**



# 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 yearover-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 midyear 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

#### <u>Adjournment</u>

The meeting was adjourned at 2:06pm



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

#### Agenda Wednesday, December 7 (12pm - 2pm)

Cambria Pines Lodge

#### **Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Presentation** Melissa Murray, SLO CAL Welcome: Customer Service Training Program and Events & Festival update

#### **Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - Strategic Visioning and Workshop outcomes and next steps
- Upcoming Events | deadlines
  - o Board Meetings: January 25, 2023, February 22

#### **Discussion Items**

- Strategy/Ideation Topic
  - PR mid-year stats & progress report Kirstin, K2 Public Relations
- Marketing & Stewardship Travel for Good
  - Roll-up Report
  - Launch Season of Coastal Discovery campaign in early January 2023

#### Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- Recommendations on how to invest the unspent rack card budget
- LFA Board Member and Funding Applications
  - EV AGV: Alicia Cooks board renewal; Tom Halen resigned effective 12/31/2022
  - CTB: Eroica (\$50,000 with \$5,000 requested matching funds)
  - EV AGV: LFA administrator (\$9,000 for 2 years)

#### **Future Agenda Items**

- Strategic Direction (January)
- Tracy Campbell, SLO CAL: Advocacy 2023 (February)
- BID Bunch: Focus on Social Media (March 2023)
- Matching Fund program assessment for 22 | 23

#### **Closing Comments**

#### **Adjournment**



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

Board Meeting Minutes
December 7, 2022, 12:00 p.m.
Cambria Pines Lodge

#### DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Matt Masia, Laila Kollmann, Gary Setting

County Liaison: CAO Cheryl Cuming

Absent: Aaron Graves

Guests: Katie Sturtevant, Kirstin Koszorus, Melissa Murray (SLO CAL), Eric Parker

(SLO CAL)

#### **Call to Order**

At 12:04pm

#### **Public Comment**

None

#### **Presentations**

Melissa Murray presented the SLO CAL Customer Service Training program. The goal is to apply Disney's seven principles to the eight modules of the program. Goal is to improve on the current customer service benchmark of 62%. Matt asked about how best to manage turnover and it was discussed that online training allows for flexibility and it takes 3-5 hours in total to complete. Mike asked about how feedback will be monitored. Melissa said that it will be solicited and encouraged. The customer service metric will be measured in 2024 to compare to the benchmark. Gary and Bram inquired about the content of the program.

Melissa also presented SLO CAL's updated Events & Festivals strategy. The goal is to create a collaborative approach, including to provide tools and resources. There are 19 members providing input, including Katie Sturtevant and CAO Cuming. The strategy focuses on guiding principles, event decision scorecard/criteria, and event impact calculator. It will be released in February 2023 and a countywide calendar is anticipated to be ready by Q4 of 2023.

#### **Administrative Items**

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

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

**Financials:** Financials are reconciled through October. Items of note:

- General Fund and BID Bunch expense tracking report \$146,640 for October and \$460,920 YTD.
- YTD collected revenue is \$608,795, which is \$85,299 over budget.
- YTD expenses paid are \$460,920, which is \$126,031 under budget.
- Income is \$752,091, which is \$283,099 more than anticipated.
- Overall cash increased by \$709,109 from June 30, 2022.

**Strategic Vision Outcomes:** The Strategic Plan development for 2023-2025 included a vision summit with 12 attendees and 60 survey respondents. There were two strategic workshops with five attendees; the input survey is currently out and will be reviewed in January. The vision was identified as "People and places, engaged and enriched through tourism." The mission was identified as "Promote memorable visitor experiences while being stewards for thriving, welcoming, and cohesive communities." Indicators and strategies were identified for each of the three objectives: accelerate strategic partnerships, expand education and community connection, and drive measurable results.

#### **Upcoming Events/Deadlines**

• January 25 and February 22 at Cambria Pines Lodge.

#### **Discussion Items**

#### **Strategy & Topic Discussion**

• **PR mid-year stats:** Kirstin spent five nights exploring the region for the transition. Her initial outreach included meeting with partners, LFA meetings, and email introductions. She is currently sending leads to LFAs, responding to Visit SLO CAL and Visit California leads, as well as coordinating itineraries with Katie. Results have included 30 articles to-date with 12 in the top target outlets. PR is currently on track to generate 100 articles for FY 22 | 23. Upcoming coverage includes *Travel Awaits*, *LA Parent*, *Coastal Living*, *Forbes*, *Fodor's*, *RoadTrippers*, *Sunset Magazine* and more. Hilary transitioned the 73 writers and editors she connected with at SATW and Travel Classics media missions. Next steps include responding to travel trends. Skift State of the Travel Industry report reflects the percentage of Americans who plan to take a vacation in the next six months is 63%, a 10% decrease from the same period last year. Americans expect to spend \$3,785 in the next six months, up from \$2,758 in 2021. The demand for air travel is strong, spreading out

across days and seasons, and hotel rates are projected to jump in 2023 due to increase in demand. The report noted travel trends including finding comfort in familiarity by revisiting places, off-season travel becoming more popular, traveling light and expecting the destination to provide the equipment/amenities, a focus on new wave style wellness experiences, a local allure connection to the community being visited, and sustainability will remain a top priority. The target outlet list has been expanded to 100 publications; coverage has already been achieved in Budget Travel, Conde Nast Traveler, Fodor's, Good Morning America, Lonely Planet, Los Angeles Magazine, San Francisco Chronicle, Sierra Magazine, Health and Women's Health. Travemedia's International Media Marketplace is January 25-26 in New York City. Highway 1 will be attending as part of Visit California's Pavilion at the marketplace. Mike asked if the scope of work allows for follow up on all leads. Kirstin confirmed it's working and that some months are busier than others. The board indicated they're very happy with the overall public relations momentum and thankful to have Kirstin on board.

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

- **Roll-Up Report:** CAO Cuming reviewed key highlights, including website acquisition being up by 96k sessions and 148k pageviews. Organic traffic appears to have dropped and direct traffic increased, but this is likely due to a reporting issue related to the url change. October saw an addition of 2,354 subscribers to the email list with 2,200 still subscribed at month end. The open rate on emails was 31.2% and 32.4%. Paid media generated 16.7M impressions and 152k new visitors. The road trip content is generating strong results with paid media driving a higher percentage of site visits and those visitors are increasing in quality. Organic social media efforts produced a 26% increase in Facebook impressions, 24% on Instagram, and 246% on Pinterest. There was a 61% increase in video views on YouTube. LocalHood Stories increased the interaction rate by 22% and TikTok views were up 5%. The SEM campaign for main search dropped the cost/conversion to \$1.67, even with an 83% increase in new users. New video content included a sunrises and sunsets series, and raw footage was provided to LFAs.
- **Season of Coastal Discovery:** CAO Cuming noted the launch of the annual campaign will begin in early January 2023.

#### **Action Items**

### Recommendations to reinvest rack card budget:

Re-allocation the tri-fold \$50,000 would allow CBID an extension of 5 powerful media that would:

- Generate thousands of additional emails and hundreds of thousands of engagements (upwards of 200k additional projected engagements) and tens of thousands more site visitors.
- Allow us to increase our share of voice in SEM (current SEM campaign averages only 10% SOV), and allow addition of campaign groups that include map keywords, which are not currently in place.

- Extending video presence in 3 impactful ways:
  - Extend both social traffic and conversion video campaigns in Facebook
  - Extend upper funnel awareness/consideration presence within relevant premium CTV programming
  - Extend deeply engaged YouTube programming, both on desktop and CTV. These are small budgets for "test and roll" learning to determine how much to invest in the future.
- Converting the \$50,000 would allow for continuation of the Live Intent newsletters which allow direct alignment with premium publishers such as Conde Nast Traveler Daily, NY Time California Today and others.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the \$50,000 addition to Orange22 paid media budget. Mike confirmed that the additional budget can be done with a contract addition and CAO Cuming confirmed. With no further discussion the motion was approved by a unanimous voice vote.

#### **Local Fund Board Members**

**EV/AGV - Alicia Cooks renewal; Tom Halen resignation:** A motion was made by Gary Setting and seconded by Mike Hanchett to approve Alicia's renewal and accept Tom's resignation effective December 31, 2022. With no further discussion, the motion passed by a unanimous voice vote.

#### **Local Fund Area Applications**

**Cambria - Eroica:** CAO Cuming presented the LFA fund application for \$50,000 and \$5,000 in matching funds. Laila asked about past attendees which numbered around 750. A motion was made by Mike Hanchett and seconded by Gary Setting. With no further discussion the motion passed by a unanimous voice vote.

**EV/AGV - LFA administrator:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$10,312.50 for a 25-month contract beginning June 1, 2022. With no further discussion the motion passed by a unanimous voice vote; Matt Masia abstained.

#### **Closing Comments**

None

### **Future Agenda Items**

- Strategic Direction (January)
- Tracy Campbell, SLO CAL: Advocacy 2023 (February)
- BID Bunch: Focus on Social Media (March 2023)
- Matching fund program assessment for 22 | 23

#### **Adjournment**

The meeting was adjourned at 1:21pm