



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

Board Meeting Minutes
April 26, 2023, 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,
Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent:

Guests: Lori Keller

Call to Order

At 12:07pm

Public Comment

None

Presentations

None

Administrative Items

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

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

Financials: Laila asked about the financials and CAO Cuming mistakenly did not include in the board packet, so they will be emailed.

Highway 1 Update: There is optimism for a mid-July opening of Gilbert's, north of Gorda and Pacific Valley to Dani Creek. Paul's Slide will open to one-lane before fully opening; timing will become clearer in July 2023.

Strategic Plan Alignment with SLO CAL: Lori Keller said that she had a good conversation with Cathy and there were 5-6 points of intersection as summarized in April's minutes. They discussed how SLO CAL's sustainability marketing can coordinate with H1RT Stewardship Travel for Good efforts.

Upcoming Events/Deadlines

- CBID annual renewal at the Board of Supervisors public meeting is May 16
- Upcoming board meetings are May 31 (5th Wednesday) and June 28
- Ethics training needs to be completed; a link has been sent

Strategy/Ideation Topic

Looking Ahead - Marketing Focus for 23 | 24: Lori Keller discussed 'stepping into' the Marketing Plan approval in June and took the board through key themes that will be included in the plan.

There will be a focus on "emotive" branding to build out the H1RT brand. The concept will be tied to the "Life's Too Beautiful to Rush" brand promise from SLO CAL and how it paces with Highway 1. The timing to develop H1RT brand is the next step to evolving the strategy. The age target will be 25-55; research shows homeowners have been a strong web audience for the brand. The email database will be important in pushing visitors through the decision funnel.

The top 3 trends are: Bleisure travel, Sustainability, and Unique Experiences.

Initiatives for 23 | 24 are:

- "Smarter not wider" targeting strategy for paid media
- Driving more measurable results
- Brand storytelling
- Strategic partnerships
- Advances in technology with GA4 and AI

Matt shared his info on Expedia's new experience booking platform

CAO Cuming noted that the focus for the CBID continues as a destination marketing organization. Bram is interested to learn more about the database segmentation and building a relationship with future visitors. Aaron asked how to utilize AI and Bram shared how he has been using. Lori confirmed that the plan is to ensure that AI is included in the new fiscal year marketing with things like SEM keywords and how it will integrate with paid media.

The board supports the initiative direction and CAO Cuming confirmed that final plan will be presented at the May meeting.

Discussion Items

2023 | 2024 Draft Budget: CAO Cuming walked through the budget line items. Mike asked if the SEO link building strategy is a viable reality as we ask DMOs to partner and Lori noted that the initial conversations have resulted in interest.

The board supports the draft budget as presented and CAO Cuming said that the final version will be presented in the 23 | 24 Marketing Plan at the May meeting.

The Board further assessed the Matching Funds program with Bram requesting input on the program. Mike noted that the LFAs may be concerned if it goes away. The board discussed investing additional effort in the LFA imperative programs, which will benefit all communities. Matt said that events getting matching funds are recurring, and funds are not focused on just helping new events. Bram questioned if the program is accomplishing what it was originally intended to do. The board agreed to evolve other programs that will support all LFAs instead of a select few. Aaron noted the importance of the LFA support and ensuring future programs are seen as a value-add. CAO Cuming will seek input from the LFAs on programs for the new fiscal year.

Marketing & Stewardship Travel for Good

- **Mid-Year Roll Up Report:** Lori noted the LA Times free full-page ad in Luxury Magazine valued at \$24,000. CAO Cuming said that the complete report was included in the packet and the overall marketing stats remain strong, exceeding prior year.

Action Items

CAO COLA: The County confirmed that COLA is currently 8.3% and Tessa noted that the CAO contract includes an annual COLA clause. Mike asked Tessa about it being retroactive and she confirmed it would be to January 1, 2023. Aaron said he felt the COLA was very appropriate.

A motion was made by Aaron Graves and seconded by Laila Kollmann to accept the 8.3% adjustment retroactive to January 1, 2023. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Board Members

Oceano & Nipomo - Danielle Bronson resignation; Roger Jacobs new: A motion was made by Laila Kollmann and seconded by Mike Hanchett to accept Danielle Bronson's resignation and Roger Jacobs' application. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Area Applications

Cambria Marketing RFP: CAO Cuming reviewed the CTB minutes and scoring results. The board discussed the renewal for Archer & Hound for a two-year contract of \$600,000 starting July 1, 2023. A motion was made by Mike Hanchett

and seconded by Laila Kollmann. With no further discussion, the motion passed by a unanimous voice vote.

Avila Beach Marketing RFP: CAO Cuming reviewed the ABTA minutes and scoring results. Laila noted concerns from Avila Beach regarding the website evolution. The board discussed the renewal for TJA for a two-year contract of \$400,000 starting July 1, 2023. A motion was made by Laila Kollmann and seconded by Aaron Graves. With no further discussion, the motion passed by a unanimous voice vote.

Oceano/Nipomo funding applications:

- The Dana Adobe Demo Mission Orchard was approved by Bram for \$4,999.
- A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$9,300 for the Welcome to Olde Towne sign. With no further discussion, the motion passed by a unanimous voice vote.
- CAO Cuming noted that Stephanie Rowe will be resigning from the admin role so her contract did not require approval; a replacement is being sought.

San Simeon 4th of July Celebration funding application: Laila reminded the board that past discussions of the event included it becoming self-sustaining. Matt said the funding is not for fireworks but for out-of-area marketing to draw midweek visits. Aaron suggested it could help bolster potential softness seen in the first quarter. The funding application clearly states that there should be a shoulder season focus, and it was noted that that is not the case with this event. Bram asked the board to weigh-in to confirm support based on past concerns.

A motion was made by Aaron Graves and seconded by Mike Hanchett for \$4,500 from the San Simeon Tourism Alliance in support of the American Legion's July 4th celebration. Further discussion was held that included Matt's support for supporting San Simeon with the continued closure of Highway 1. Mike said the town has felt less busy when fireworks do not occur. Laila is concerned that the board has said no in the past and Mike reiterated that the funding is for marketing and not fireworks. With no further discussion, the motion passed by a unanimous voice vote.

Closing Comments

The board members expressed general concern with the soft business anticipated to continue into summer.

Future Agenda Items

- Marketing Plan and 23 | 24 Budget; BID Bunch contract renewals (May)
- BID Bunch: Media plan with Ann, and Social Media with John & Claudia (June)

Adjournment

The meeting was adjourned at 1:53pm.