



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

Board Meeting Minutes
May 31, 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:

Call to Order

At 12:05pm

Public Comment

Tessa Cornejo shared that the Board of Supervisors removed Roger Jacobs' LFA board appointment from the agenda. It will be back on the agenda for the June 6 meeting.

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 Laila Kollmann and seconded by Gary Setting to approve the April 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

Financials: Financials are reconciled through April. Items of note:

- General Fund and BID Bunch expense tracking report \$178,229 for April and \$1,200,387 YTD.
- YTD collected revenue is \$1,261,383 which is \$236,659 over budget.

- YTD expenses paid are \$1,200,387, which is \$266,990 under budget.
- Net income is \$593,445, which is \$503,649 more than anticipated.
- Overall cash increased by \$437,672 from June 30, 2022.

Overall the financials are presenting as slightly soft at 5% off of budget.

Administrator & Partner Updates: CAO Cuming shared Expedia Group's Q2 Traveler Insights. The report "reveals promising signs of continued traveler enthusiasm, with traveler searches increasing globally by 25% quarter-over-quarter in Q1 of 2023. Our data also shows that travelers are continuing to plan trips further out, as they look toward mid-year getaways."

The CBID annual renewal was confirmed by the BOS on May 18. There was a protest rate of 0.04% representing 8 protests. The year-end report is available on the Member page of the website.

Upcoming Events/Deadlines

- Upcoming board meeting June 28; July date to be determined at June meeting
- Ethics Training to be completed by board members and CAO

Strategy/Ideation Topic

FY 23 | 24 Marketing Plan: The plan for the new fiscal year was reviewed. Mike noted his excitement about continued work with the BID Bunch. Bram asked about working with Travel Paso, with the goal to sell coastal rooms in proximity to wine country; Mike reiterated the importance of that connection. Gary said that he was glad to see a focus on the Fresno audience, noting how this has evolved over time. Mike asked which areas were included for Clovis, Visalia, Hanford and Bakersfield as those cities have key pockets of wealthy residents. Bram commented that the local weather is also a draw. Matt inquired about the LFA imperatives and how valuable the local areas view the program. Bram asked about Cycle Central Coast and the connection to other LFAs; CAO Cuming confirmed that both Avila Beach and San Simeon are also sponsors.

Discussion Items

None

Action Items

23 | 24 Marketing Plan: A motion was made by Mike Hanchett and seconded by Gary Setting to approve the 23 | 24 Marketing Plan as presented. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

23 | 24 Budget, including BID Bunch: CAO Cuming reviewed the details of the 23 | 24 budget and BID Bunch contract renewals. Items of note included projected

collections of \$1,228,000; current fiscal year collections of \$1,464,558, The 23 | 24 collections are projected at \$1,493,850, which is a 2% increase against 22 | 23 actuals, with an overall budget of \$1,500,000. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the 23 | 24 budget as presented and the BID Bunch contract renewals. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

Local Fund Board Members

Cayucos - Richard Shannon, Toni LeGras, Carol Kramer, Melissa Kurry: A motion was made by Gary Setting and seconded by Laila Kollmann to approve the renewals of all four board members. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Area Applications

Cambria & San Simeon Scarecrow Festival: A motion was made by Laila Kollmann and seconded by Matt Masia to approve \$15,000 for Cambria and \$4,500 for San Simeon for the Scarecrow Festival sponsorship. With no further discussion, the motion passed by a unanimous voice vote.

Cambria Arthritis Ride sponsorship: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$10,000 from Cambria for the Arthritis Ride sponsorship. With no further discussion, the motion passed by voice vote; Bram Winter abstained.

Cayucos Admin Contract: A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$9,900 from Cayucos for a two-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos Marketing Contract: A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$48,448 from Cayucos for a one-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

Cayucos Photography Contract: A motion was made by Aaron Graves and seconded by Mike Hanchett to approve \$49,200 from Cayucos for a one-year contract renewal with Danna Joy Images social and photography services. With no further discussion, the motion passed by a unanimous voice vote.

Edna/AG Valley Marketing Contract: A motion was made by Matt Masia and seconded by Aaron Graves to approve \$42,560 from EV | AGV for a one-year contract renewal with Big Red Marketing. With no further discussion, the motion passed by a unanimous voice vote.

Edna/AG Valley Marketing Liaison: A motion was made by Gary Setting and seconded by Aaron Graves to approve \$5,520 from EV | AGV for a one-year

contract with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

Los Osos/Baywood Admin Contract: A motion was made by Mike Hanchett and seconded by Aaron Graves to approve \$9,900 from Los Osos for a two-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

Los Osos/Baywood Marketing Contract: A motion was made by Aaron Graves and seconded by Mike Hanchett to approve \$44,760 from Los Osos for a one-year contract renewal with Shadetree/Danielle Dubow. 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 1:54pm