



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

Board Meeting Minutes
June 28, 2023, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Bram Winter, Laila Kollmann, Gary Setting, Aaron Graves, Matt Masia

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Mike Hanchett

Guests: Lori Keller, John Sorgenfrei, Claudia Torkelson, Steve Kniffen

Call to Order

At 12:05pm

Public Comment

None

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Aaron Graves to approve the May 31 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

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

- General Fund and BID Bunch expense tracking report \$120,642 for May and \$1,321,029 YTD.
- YTD collected revenue is \$1,376,427 which is \$248,630 over budget.
- YTD expenses paid are \$1,321,029 which is \$293,085 under budget.
- Net income is \$587,845, which is \$541,715 more than anticipated.
- Overall cash increased by \$434,010 from June 30, 2022.

The anticipated carryforward for 23|24 FY is \$500,000; unspent contingency of \$111,906, unspent reserves of \$125,000, saved expenses of \$90,000 and additional revenue of \$248,630.

Administrator & Partner Updates: Highway 1 re-opening update from Caltrans: The northern closure of Highway 1 on the Big Sur coast moved four miles south today [June 23], from the Big Creek Vista Point in Monterey County at Post Mile 27.3 to Lucia at PM 23.2.

Upcoming Events/Deadlines

- Upcoming board meetings: July meeting cancelled; August 26, 2023
- Ethics Training to be completed by Matt, Bram, Aaron and Cheryl

Strategy/Ideation Topic

FY 23 | 24 Media Strategy: Ann Balboa presented a recap of the 22|23 fiscal year results and provided a detailed plan for the 23|24 FY. Key takeaways from the presentation include: 51M impressions at a cost of \$6-16 CPM; dynamic retargeting within Facebook; Facebook leads form, Instant Experiences, collection ads; optimized Google GA4 performance; continued video on YouTube, CTV, LA Times and SF Gate; travel e-newsletter targeting with LA Times.

FY 23 | 24 Social Media Strategy: John Sorgenfrei and Claudia Torkelson reviewed the successes of the prior year. For 23|24, the plan includes: optimization of trends in video and AI; content creation with CrowdRiff, including Localhood Stories; enhanced engagement and comment replies; influencer outreach and engagement.

Discussion Items

Marketing | May Roll-Up Report: Highlights includes: all time high website visitors for the past 3 consecutive months; GA4 impacts on reporting being reviewed; email growth has been consistently around 3,000 new emails per month bringing our total subscriber base to roughly 107,000 subscribers, with a new email vendor preparing to launch in July; paid media continues to drive more than 50% of the traffic to the website; visual asset library continues to grow, including raw footage that LFAs utilize; PR success includes Conde Nast Traveler coverage.

Action Items

CBID Incoming Chair, Gary Setting: A motion was made by Aaron Graves and seconded by Laila Kollmann to recognize Gary Setting as the new board chair for a two-year term beginning July 1, 2023 and concluding June 30, 2025. With no further discussion, the motion passed by a unanimous voice vote.

	<u>San Simeon</u>	<u>Cambria</u>	<u>Cayucos</u>	<u>Los Osos</u>	<u>Avila Beach</u>	<u>Oceano/Nipomo</u>	<u>Edna/AG Valley</u>
Estimated Carryforward (FY 22 23)	\$550,000	\$194,927	\$629,033	\$46,417	\$291,395	\$104,369	\$63,698
Estimated Collections (FY 23 24)	\$170,000	\$540,000	\$206,376	\$71,783	\$273,429	\$86,250	\$78,913
Total Revenue	\$720,000	\$734,927	\$835,409	\$118,200	\$564,824	\$190,619	\$142,611
Encumbrances	-\$40,000	\$0	\$0	\$0	\$0	\$0	
Available Funds	\$680,000	\$734,927	\$835,409	\$118,200	\$564,824	\$190,619	\$142,611
Admin	\$14,000	\$91,200	\$26,694	\$10,050	\$84,724	\$28,991	\$11,048
Marketing	\$155,188	\$400,000	\$110,590	\$71,760	\$282,413	\$72,476	\$84,080
Sponsorships	\$40,500	\$0	\$0	\$100	\$0	\$0	\$4,500
Events	\$14,000	\$150,000	\$24,787	\$4,000	\$84,724	\$28,991	\$0
Other	\$0	\$5,000	\$5,720	\$15,000	\$112,965	\$14,495	\$0
Total Expenses	\$223,688	\$646,200	\$167,791	\$100,910	\$564,826	\$144,953	\$99,628
Estimated Carryforward (FY 23 24)	\$456,312	\$88,727	\$667,618	\$17,290	-\$2	\$45,666	\$42,983

LFA 23|24 Budgets: CAO Cuming reviewed the details of the 23 | 24 local fund area budgets.

A motion was made by Gary Setting and seconded by Laila Kollmann to approve the LFA 23 | 24 budgets. With no further discussion, the motion passed by a unanimous voice vote.

Local Fund Board Members

Oceano/Nipomo - Roger Jacobs: CAO Cuming confirmed that Bonnie Ernst withdrew her LFA board application. Furthermore, the Board of Supervisors confirmed Roger Jacobs.

Local Fund Area Applications

Cambria Pickleball Bleacher: Laila asked about the recognition of LFA support. Steve Kniffen confirmed that there will be a banner to thank the CTB. Laila confirmed that the community goodwill is important. Gary added that there needs to be an effort to generate local coverage so residents are aware that these infrastructure projects are funded through tourism monies. Based on the funding request of \$3,384, Bram Winter confirmed his support of the application.

Cambria/San Simeon Lions Foundation Piedras Blancas Lens Enclosure:

Aaron noted the importance of educating residents on the benefits tourism can bring to a community. Steve agreed that getting the word out is important to ensure additional support can be generated. Bram said that he hopes to see the lens back at the Piedras Blancas Light Station in the future. Aaron suggested sharing the LFA funding history with all boards, including all projects that have been funded over the years. Laila supports the effort to get more local acknowledgement for how tourism is creating positive outcomes for both visitors and residents.

A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$25,000 each for Cambria and San Simeon (\$50,000 total) for the lens enclosure. With no further discussion, the motion passed by a unanimous voice vote.

Cambria American Legion Fireworks: Gary said that he believes the event creates exposure that can bring people back in the future. Aaron asked about the July 4th show in Cayucos and Laila confirmed that her property is sold out; she asked if the investment truly generates "heads in beds." Bram reminded the Board of the CBID letter, written as the American Legion application has been considered in the past, stating that the event would need to find alternate sources of funding. It was also noted that the American Legion does not provide any overnight stay stats associated with their event as they have yet to implement a survey to capture these details.

A motion was made by Aaron Graves and seconded by Laila Kollmann to approve \$4,500 for the July 4th event sponsorship. Laila voiced concern that the event occurs in the high season when lodging is already booked. The motion was amended to include notifying event organizers that the CBID will not support funding of the

event in the future; Aaron and Laila accepted this amendment. With no further discussion, the motion passed by a unanimous voice vote.

Avila Beach Pale Kai Outrigger event sponsorship: Based on the funding request of \$4,500, Bram Winter confirmed his support of the application.

Oceano/Nipomo Admin Contract: A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$21,038 for a two-year contract with Shadetree Marketing for admin services. With no further discussion, the motion passed by a unanimous voice vote.

Oceano/Nipomo Marketing Contract: A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$130,000 for a two-year contract renewal with TJA for advertising | marketing services. With no further discussion, the motion passed by a unanimous voice vote.

Closing Comments

None

Future Agenda Items

- 22|23 FY Marketing Roll-Up Report (August)
- 23 | 24 Content Strategy with Lori R (August)

Adjournment

The meeting was adjourned at 1:57pm