



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

Board Meeting Minutes
September 27, 2023, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Laila Kollmann, Gary Setting, Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia

Guests:

Call to Order

At 12:03pm

Public Comment

Tessa reviewed that Ron Crawford submitted a Public Records Act request regarding Pandora Nash-Karner's renewal to the VLOB board so it was removed from the Board of Supervisors agenda. She said that next steps will be confirmed once the issue is resolved.

Gary thanked Aaron for the new gavel. Aaron shared information about his new hotel in Paso Robles, The Ava, which is scheduled to open in 18 months.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the August 23 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 August. Items of note:

- General Fund and BID Bunch expense tracking report \$119,148 for August and \$239,691 YTD.
- YTD collected revenue is \$385,501 which is \$30,476 under budget.

- YTD expenses paid are \$239,691 which is \$111,040 under budget.
- Net income is \$80,563 more than anticipated.
- Overall cash increased by \$330,862 from June 30, 2023.

Tessa said that the Board of Supervisors are in discussions to raise the TOT. Aaron commented that sentiment among locals seems to be against an increase; possible that tax rate fatigue comes into play. The issue has been on the ballot 51 times statewide and has passed 48 times. CAO Cuming provided a Wine BID update for a Paso Wine and SLO Coast Collective partnership.

Administrator & Partner Updates:

- Monthly agenda topics: The topics were presented by Gary for possible discussion items during 23|24 advisory board meetings.
- Conflict of interest: CAO Cuming followed up on questions related to the CTB's approval of the funding application for the Santa Rosa Schoolhouse. It was found that the Cambria Services District owns the property at 2800 Main Street. A lodging property owner located across the street may benefit from the parking for his venue, but it was determined that there is no conflict of interest.

Upcoming Events/Deadlines

- Upcoming board meetings: October 25 and December 6 (combo November-December meeting)
- Ethics training: Bram and CAO Cuming have completed. Aaron's renewal is due 10/2023
- SLO CAL Destination Summit: Laila will attend and needs two tickets

Strategy/Ideation Topic

Discussion Items

Marketing - SATW PR Outcomes: CAO Cuming reviewed Kirstin's recap of the recent Society of American Travel Writers Media Mission. Although CBID was able to secure 16 deskside meetings, based on the cost to register and travel to attend, it was recommended that participation be every other year.

CAO Recap & Contract Renewal: CAO Cuming provided a presentation that included CBID organizational make-up, current scope, proposed process, evaluation outcomes, and results highlights. Gary reviewed DMO leader compensation analysis and sub-committee recommendations.

Action Items

CBID Contract Renewal: Cheryl left room for Board discussion regarding renewal and terms

- Discussed CAO's performance
- Board discussed history of CBID and CAO agreements as well as the history behind the initial COLA included in the agreements starting in 2014
- Discussed the initial board request for Cheryl to do a compensation study regarding her position, noting the CBID total compensation for the CAO position is 36.39% lower than the average total comp of the seven DMO leaders surveyed
- Discussed if an increase was within CBID budget
- Reviewed different scenarios for contract renewal that might be in line with County

A motion was made by Bram Winter and seconded by Laila Kollmann to renew CAO's contract for 2 years with an initial 30% increase for year 1 and 10% increase for year 2; with the option to renew for 1 additional 2-year term with 10% increase annually; and to remove cell phone as an expense or reimbursable. With no further discussion, the renewal and the terms were approved by a unanimous voice vote of the CBID Advisory Board.

Local Fund Board Members

San Simeon - Paul Panchal (renewal): A motion was made by Laila Kollmann and seconded by Aaron Graves to accept Paul's renewal. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Local Fund Area Applications

Oceano & Nipomo Dana Adobe: Dana Adobe submitted a request to extend the project completion date to June 30, 2024, while they are in the process of hiring a new Executive Director. They also want to shift budget from signage and installation to purchase of heritage trees.

A motion was made by Bram Winter and seconded by Mike Hanchett to approve the changes to the application; no change made to the approved \$4,900 cost. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Closing Comments

None

Future Agenda Items

- LFA Bylaws - CAO Cuming confirmed that she is working with the LFAs to create a single set of overarching bylaws. Areas of focus include board and officer terms. It is anticipated that these will be ready for discussion in December.
- New policies - Tessa noted the need to create an overall policy for the marketing contracts, as well as revisit current policies to ensure all bases are covered. Tessa and CAO Cuming are working to create a draft for review at a future meeting.

Adjournment

The meeting was adjourned at 2:13pm