



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

Board Meeting Minutes
October 25, 2023, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia, Laila Kollmann

Guests:

Call to Order

At 12:12pm

Public Comment

Mike said that he heard that Highway 1 is a couple of months of dry weather away from re-opening to two lanes.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Aaron Graves to approve the September 27 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

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

- General Fund and BID Bunch expense tracking report \$115,901; YTD is \$355,593.
- YTD collected revenue is \$514,604 which is \$44,797 under budget.
- YTD expenses paid are \$355,593 which is \$170,503 under budget.
- Net income is \$125,706 more than anticipated.
- Overall cash increased by \$493,215 from June 30, 2023.

Mike noted that the \$44k decrease represents a decrease of \$2.2M in room revenue.

Administrator & Partner Updates:

- CAO Cuming reviewed the article featured in The Smithsonian as a result of PR efforts.

Upcoming Events/Deadlines

- Upcoming board meetings: December 6 (combo November-December meeting) & January 24, 2024

Strategy/Ideation Topic

Beautification & Infrastructure Projects: CAO Cuming reviewed the list of previously approved items, which included \$336,972 in funding across 55 projects. Gary Setting said that he likes that the CBID maintains a list to keep track of the projects. Mike Hanchett noted the importance of projects like these in San Simeon, including the gateway signage. Aaron Graves said that he likes showing the deeper connection between tourism and the residential impact. The board appreciates that there is a funding source in these small towns. Gary noted that Highway 1 Road Trip and certain projects really supports the importance of this stretch of the highway with projects like the Whale Trail and the Monarch Butterfly Trail. Mike asked about building goodwill in the community via SLO CAL advocacy and sustainability efforts. CAO Cuming noted that we will determine how to better incorporate into the Travel for Good strategy.

Discussion Items

Marketing - Roll-Up Report: CAO Cuming reviewed the September Roll-Up Report.

Action Items

CBID Contract Renewal: Tessa reviewed the renewal summary she prepared and plans to walk with CAO and supervisors. She wanted to confirm that the summary is factual and historically accurate. Gary said that he would focus on progress, growth, and success - the performance results. Aaron noted that the last bullet in the summary places the onus on the CBID to measure the value of the results.

Bram withdrew his previous motion as reflected in the September minutes. A motion was made by Bram Winter, and seconded by Mike Hanchett, to approve a one-year contract with a 15% increase based on performance, growth and equity; and additionally, to keep annual COLA intact with options to renew for an additional one-year term at the discretion of CBID Advisory Board and County Administrative Officer. There was discussion regarding the reimbursable expenses and agreed to continue with exclusion of cell phone expenses. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Board Members

None

Local Fund Area Applications

Cambria & San Simeon Blendfest: A motion was made by Bram Winter and seconded by Aaron Graves to approve \$10,000 each for Cambria and San Simeon. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Closing Comments

None

Future Agenda Items

- H1RT Research Outcomes & Brand Direction
- LFA Bylaws
- CBID and LFA Policy Updates

Adjournment

The meeting was adjourned at 2:17pm