



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

Board Meeting Minutes
December 6, 2023, 12:00 p.m.
Cambria Pines Lodge

DRAFT UNTIL APPROVED

CBID Board Members Present: Mike Hanchett, Gary Setting, Aaron Graves, Laila Kollmann
County Liaison: CAO Cheryl Cuming, Tessa Cornejo
Absent: Matt Masia, Bram Winter
Guests: Melissa Kurry, VAC. Lisa Belsanti, SLO CAL

Call to Order

At 12:12pm

Public Comment

Melissa Kurry was introduced to the board. Lisa Belsanti was introduced in her new role as SLO CAL's PR Director. Laila thanked Tessa for her work to support the contract renewal process.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the October 25 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

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

- General Fund and BID Bunch expense tracking report \$129,375; YTD is \$484,988.
- YTD collected revenue is \$640,379 which is \$52,352 under budget.
- YTD expenses paid are \$484,988 which is \$216,473 under budget.
- Net income is \$163,121 more than anticipated.
- Overall cash increased by \$385,911 from June 30, 2023.

Mike noted there are carryforward funds to address times of softness. CAO Cuming said that we may want to consider a re-forecast in early 2024.

Administrator & Partner Updates:

- CAO Cuming attended the Visit CA and SLO CAL Highway 1 Closure Roundtable: Goal of the event was to share information and the engineering and economic challenges of the closures. Key points included:
 - Re-opening date is undetermined; Caltrans working on best-case-scenario based on favorable winter weather (updated forecast is Spring 2024 pending weather)
 - Caltrans said “ideal conditions” still amount to months of work since the slide continues to move; they are working 7 days a week during all daylight hours
 - Area businesses stressed the need for a date to help them plan staffing needs
 - Since 2016, Caltrans has spent \$315 million on emergency work in the Big Sur area; long term fixes have survived subsequent rainy seasons
 - At Paul’s Slide, Caltrans has researched solutions including bridges, viaducts, bypasses or tunnels and none have been found viable so active management remains the approach.

Visit California will be releasing a review of the economic impacts on tourism businesses and employees. The plan is to continue working across all levels of government to seek solutions.

Mike expressed an interest in learning more about the active dump sites. CAO Cuming said that Caltrans hopes for a summer opening and that goal has been moved up to Spring 2024.

- CAO Contract Renewal: Tessa confirmed that the Board of Supervisors approved the renewal on consent agenda at the 11/28 meeting.

Upcoming Events/Deadlines

- 2024 board meeting dates: January 24, February 28, March 27, April 24, May 22, June 26, July 24, August 28, September 25, October 23 and December 4

Strategy/Ideation Topic

None

Discussion Items

Marketing - Roll-Up Report: The mid-year roll-up report will be provided at the January meeting. CAO Cuming shared a copy of the local fund area monthly stat report to ensure that the board was aware of what is being shared and reported. She also reviewed the January/February wildlife campaign details and creative.

Action Items

Local Fund Board Members

Cayucos: A motion was made by Mike Hanchett and seconded by Aaron Graves to accept the resignation of Melissa Kurry. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Local Fund Area Applications

None

CBID Board Application - Melissa Kurry: Melissa shared her history and how her involvement started in 2011 with the Visitor Alliance of Cayucos, expanding to become the VLOB admin. She transitioned to the VAC board and now as a VR management company owner is interested in getting involved with the CBID Board. Gary said that he is excited as his past experience with Melissa on the VLOB board was always professional. Mike said he appreciates Melissa's role in the vacation rental industry.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to accept Melissa Kurry's CBID Board application. Tessa noted that this item will now go to the County BOS for approval. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

H1RT Research Outcomes & Board Direction: CAO Cuming referenced the Sunshine & Bourbon brand development creative brief included in the packet and noted that the goal is to share concepts at the January meeting. Aaron was involved in the initial creation of SLO CAL's Life's Too Beautiful to Rush, and supports our goal to create a complimentary brand position. The board noted that they like that the creative brief calls out what H1RT is not. The CBID Advisory board agreed with the direction so far and is excited to hear more details. CAO Cuming noted her appreciation for the support of Lori Keller throughout the process.

Closing Comments

None

Future Agenda Items

- Mid-Year Roll-Up Report
- Western Monarch Trail update from CCSPA
- Brand concepts
- Bylaws: Tessa shared that bylaw and policy updates are anticipated before the end of the fiscal year; this will include a discussion of how the RFP process may change.

Adjournment

The meeting was adjourned at 1:11pm