



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

Board Meeting Minutes  
January 24, 2024, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

CBID Board Members Present: Mike Hanchett, Gary Setting, Bram Winter, Melissa Kurry  
County Liaison: CAO Cheryl Cuming, Tessa Cornejo  
Absent: Matt Masia, Laila Kollmann, Aaron Graves  
Guests: Lori Keller, Lori Ritchey, Lisa Belanti of SLO CAL, Kristin Howland from CCSPA, Steve Kniffen. Zoom: Nilesh Patel, Jessica & Keith Ireland from Sunshine & Bourbon

**Call to Order**

At 12:03pm

**Public Comment**

None

**Presentations**

Kristin Howland from Central Coast State Parks Association (CCSPA) shared information about the installation of five (5) Western Monarch Trail signs and the role of CCSPA and transition of program to Xerces Society. Installed signs include: Nipomo on County Parks property, the Los Osos Preserve near Sea Pines, Hearst San Simeon State Beach at the entrance to the pier (bilingual English and Spanish). The Avila Barn sign has been delayed due to flooding, so it's rescheduled for spring; and Cambria is awaiting the chamber to install sometime in February 2024. Recent media coverage includes National Geographic, thanks to the H1RT public relations team.

**Administrative Items**

**Roll Call:** Gary Setting, Melissa Kurry, Bram Winter and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the December 6 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Bram Winter and Melissa Kurry abstained.

**Financials:** Financials are reconciled through November. Items of note:

- General Fund and BID Bunch expense tracking report \$91,213; YTD is \$725,980.
- YTD collected revenue is \$857,600 which is \$89,770 under budget.

- YTD expenses paid are \$725,980 which is \$326,211 under budget.
- Net income is \$236,400 more than budgeted YTD.
- Overall cash increased by \$340,545 from June 30, 2023.

#### **Administrator & Partner Updates:**

- SLO CAL: Lisa said that SLO CAL is forging ahead with the nomenclature project and Gary is the star! There is a heavy emphasis on paid media in key markets. They are also hosting the SLO CAL Open surf contest.

#### **Upcoming Events/Deadlines**

- Board meetings: February 28 and March 27
- Form 700 due by 4/2

#### **Strategy/Ideation Topic**

**H1 Brand Evolution:** Keith, Jessica and Nilesh presented via Zoom the brand approaches for H1RT that complement the SLO CAL “Life Is Too Beautiful To Rush” brand. Board comments following the brand promise presentation included Bram stating that “Fast Can Wait” is his initial preference. Gary mentioned “Coasting Along” vs “Slowing Down” since the area is more than just the coast and likes how “Just Coast” created a relaxed vibe. Melissa felt the “Fast Can Wait” paired well with SLO CAL. Mike questioned the “Just Coast” ambiguity and how well it would represent non-coastal areas. CAO noted that H1RT name is not limited to destinations on H1, including Edna Valley, AG Valley, Los Osos and Nipomo, and we could consider our region as coastal based on its proximity to the Coast. There was discussion around how H1 can fly in formation with SLO CAL’s County brand and the emphasis on the pillars of People, Pace, and Place. Some board members expressed concern that “Fast Can Wait” may be too similar to SLO CAL’s brand, and that “Just Coast” does fit nicely under their brand. A discussion around how “Just Coast” creates more of a connection to our area, while “Fast Can Wait” could represent other destinations and may not differentiate us enough.

Mike inquired about getting consumer feedback. Jessica said that focus groups are an option for qualitative and leveraging an email database provides quantitative feedback. Lori Keller suggested paid social as an option. Jessica reminded the board that brands are authentic as they represent the soul of a place. Lisa offered to share SLO CAL’s research on Life Is Too Beautiful To Rush. Mike asked about the scalability of both options and Keith confirmed they are workable. CAO Cuming will present the options to Laila and Aaron to get their feedback (note: concluded that “Just Coast” was the clear choice for both Laila and Aaron).

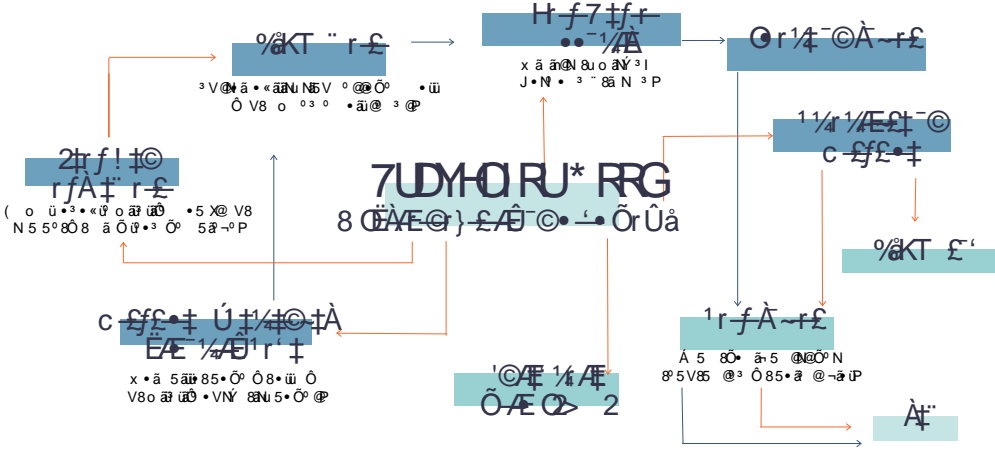
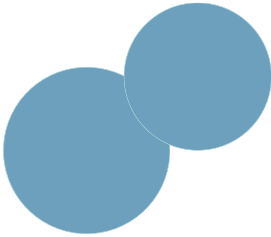
#### **Discussion Items**

**Marketing - Roll-Up Report:** Lori Ritchey presented the mid-year report. The SEO report reflected that ranking was down 17%; in post-meeting review it was determined that this metric is misleading and a decrease actually represents an improvement in ranking.

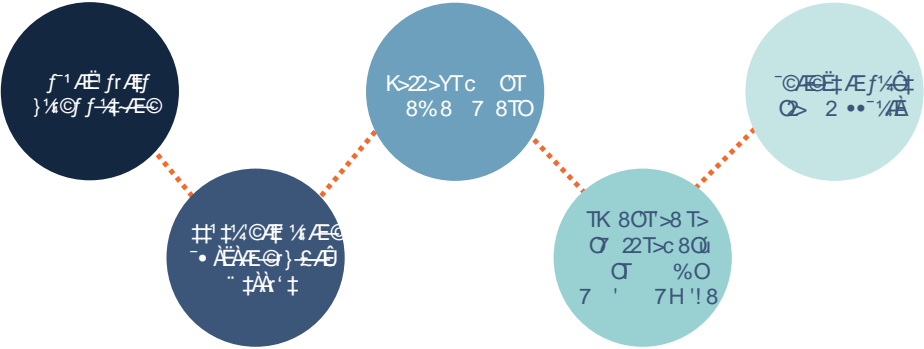




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## **Action Items**

### **Mid Year Budget Direction**

CAO confirmed that there is a net change in the budget of (\$88,351.11), which accounts for the reduction in revenue. This reduction will not impact the current budgeted expenses, but comes from the contingency accumulated in prior years, which was built from excess net revenue. Anticipated net carryforward at year end is \$373k. Bram supports the recommendation not to cut spending. Mike agreed saying that he wants to continue to invest, and the contingency exists for this scenario. Gary supported a review of overlaps in marketing that aren't delivering strong results as an area to reassess. Lori Keller mentioned European travelers are down, and Mike confirmed that the extended Highway 1 road closure is really impacting the north coast.

CAO Cuming reviewed LFA monies with Avila Beach and Los Osos being flat, Cambria, Cayucos and San Simeon are down, and O/N and Edna/Arroyo Grande Valley are up. Lori Keller noted the opportunity to expand group business at Hearst Castle.

A motion was made by Bram Winter and seconded by Mike Hanchett to continue to invest as planned and use the \$100,000 of contingency funds to account for assessment shortfalls to ensure expenses are met. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Board Members**

**Avila Beach:** A motion was made by Mike Hanchett and seconded by Bram Winter to accept Chris Oh's application to the Avila Beach local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Area Applications**

None

### **Closing Comments**

None

### **Future Agenda Items**

- LFA Bylaws
- CBID and LFA policy updates

### **Adjournment**

The meeting was adjourned at 1:54pm