



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

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

DRAFT UNTIL APPROVED

CBID Board Members Present: Mike Hanchett, Gary Setting, Bram Winter, Melissa Kurry, Laila Kollmann

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia, Aaron Graves

Guests: Mayla Lohne & Aleigh Hogan, SLO CAL

Call to Order

At 12:03pm

Public Comment

Aleigh and Mayla from SLO CAL were introduced

Presentations

None

Strategy/Ideation Topic

CAO Cuming provided an overview of the branding, brand promise and logo development process and introduced Keith and Jessica from Sunshine & Bourbon. They walked through the 2 final options for the brand promise and shared optional logo designs.

Laila said that "Fast Can Wait" doesn't connect as much as "Just Coast". Mike said that his concerns he shared at last month's CBID meeting about "Just Coast" were no longer an issue and Bram agreed. Melissa said that her preference is "Just Coast" and Gary agreed that he liked it. The board agreed to move forward with "Just Coast" as the preferred brand promise.

Keith shared some initial Highway 1 Road Trip logo concepts. In Option A, the California graphic is not obvious; Laila and Melissa agreed that CA is probably not needed and Mike said he would not select this option. For Option B, Bram said this was his preferred option and the board was in agreement. With Option C, Melissa and Gary were not fond of the design, but Mike said he liked it in association with the brand promise. Gary asked if there were any challenges to incorporating the brand promise and Keith assured that they can make any option work. The

board agreed to move forward with Option B; CAO Cuming will work with Sunshine & Bourbon on developing a color palette.

Administrative Items

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

Consent Agenda: A motion was made by Mike Hanchett and seconded by Bram Winter to approve the January 24 minutes with an edit that Tessa Cornejo was not present. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann abstained.

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

- General Fund and BID Bunch expense tracking report \$93,968; YTD is \$819,948.
- YTD collected revenue is \$965,968 which is \$78,251 under budget.
- YTD expenses paid are \$819,948 which is \$325,580 under budget.
- Net income is \$316,859 more than budgeted YTD.
- Overall cash increased by \$351,505 from June 30, 2023.

LFA financials for January 2024 were reversing the soft revenue trend, with the exception of San Simeon due to the ongoing closure of H1.

For July 2023 through January 2024, local funds reported:

- Avila Beach \$188k vs \$192k or -2%
- Edna & AG Valleys \$49k vs \$55k or +12%
- Cambria \$353k vs 389k or -7%
- Cayucos \$132k vs \$135k or +2%
- Los Osos \$39k vs \$39k or flat
- Oceano & Nipomo \$56k vs \$57k or flat
- San Simeon \$141k vs \$167k or -18%

Administrator & Partner Updates:

- Mike provided an update on Highway 1 that Caltrans is working on the Dolan and Regent's slides.
- Tessa reviewed the sequence of events timeline for the CBID renewal:
 - April 9, 2024: Resolution of Intention & Ordering Notice of Public Hearing to be mailed
 - April 9-15, 2024: Mail notice of public meeting
 - May 14, 2024: Public meeting
 - July 1, 2024: Tourism assessment collection continues
- SLO will be represented in an upcoming Central CA Coast Monopoly board game. SLO CAL wants to ensure Highway 1 Road Trip is represented; it is being pitched as one of the four railroad spaces with a transportation angle.

Upcoming Events/Deadlines

- Board meetings: March 27 and April 24
- Form 700 due by 4/2
- State of the County scheduled for 4/11 and CAO Cuming will confirm who can attend

Discussion Items

Tourism Trends: CAO Cuming reviewed the 2024 tourism trends, including California travel and tourism; trends to watch in 2024 noting a 5% increase in leisure travel despite rising costs, increased interest in cultural exploration, improvements in meetings business.

2024 | 2025 Plan Key Deliverables: CAO Cuming reviewed the dates for key deliverables around the new fiscal year Marketing Plan and preparation of the Year End report:

- February & March: Year-End Report prep; discussion of high-level approach; discussion with Lori Keller and Lori Ritchey to determine overall marketing approach, including LFA imperatives and feedback from BID Bunch related to future planning
- April: draft budget; submit Year-End Report to County
- May: marketing plan and final budget
- June: paid media FY direction; LFA budgets finalized and approved

Marketing Roll-Up Report: CAO Cuming noted the H1RT website is pacing at a much greater rate than prior year, reaching almost 1 million sessions. CAO reviewed the roll-up report with items of note including for the period January 2023 through January 2024, the Wildlife campaign far exceeded the previous Fall/Winter campaign. There was a quality-user surge with 71% of all new visitors coming from paid media (115k), accounting for growth exceeding the combined total of the previous six months. Paid media represented 65% of all conversions and engagements were 956k for January 2024, compared to 147k in January 2023. There were 7,400 map downloads in January, which was 6X higher than prior year. Retargeting success included 15k conversions and 373k engagements.

Action Items

Local Fund Board Members

Cambria: A motion was made by Mike Hanchett and seconded by Laila Kollmann to renew George Marschall to the Cambria Tourism local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Bram Winter abstained.

Los Osos: A motion was made by Bram Winter and seconded by Laila Kollmann to renew Jamie Wallace to the Los Osos | Baywood local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Local Fund Area Applications

Cambria: CAO Cuming reviewed the funding application for the Arthritis Coast Classic Bike Ride. Mike noted the past discussions that the board has had on funding this request. A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$10,000 for the event. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Bram Winter abstained.

Closing Comments None

Future Agenda Items

- LFA Board member renewal, EV/AGV Jena Wilson
- LFA Bylaws and CBID and LFA policy updates

Adjournment

The meeting was adjourned at 1:05pm