



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

Board Meeting Minutes
April 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: Mike Arnold

Call to Order

At 12:05pm

Public Comment

Matt Masia is doing well and says 'hello' to everyone; he plans to attend the May meeting.

Presentations

None

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 Bram Winter to approve the March 27 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

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

- General Fund and BID Bunch expense tracking report YTD is \$1,108,527.
- YTD collected revenue is \$1,116,161 which is \$65,900 under budget.
- YTD expenses paid are \$1,108,527 which is \$440,775 under budget.
- Net income is \$374,855 more than budgeted YTD.
- Overall cash increased by \$183,092 from June 30, 2023.

Administrator & Partner Updates:

Tessa confirmed that the BOS approved the Resolution of Intent on April 9 in preparation for the May 14 Public Meeting and Protest percentage confirmation.

Upcoming Events/Deadlines

- CBID meetings on June 26 and July 24; Gary may be gone for the July 24 meeting.
- CBID renewal public meeting on 5/14

Bram asked if people have spoken against the CBID renewal in the past and Tessa confirmed that there have been a few. The protest rate is under 1%.

Strategy/Ideation Topic

Brand Style Guide: CAO Cuming shared the brand guide and overall goals of our new look and brand promise. The board expressed excitement and are anxious to get this rolled out in the new fiscal year.

Discussion Items

Marketing Roll Up Report: Highlights from the March report include:

- 140,500 website sessions
- 33-34% open rate on email campaigns with a database of 124,154 subscribers
- 13% increase in users and 16.5% increase in organic sessions month-over-month
- 22% increase in clicks and 13% decrease in total impressions year-over-year
- Efficiencies, traffic and KPIs continue to improve for paid media
- Paid social is impacting organic social
- Public relations has produced 30 articles, 4 visiting journalists, 3 media missions, 1 FAM

A database survey of people who did and didn't download the map was sent with 1,600 responding. Results included that 91% of map downloaders were encouraged to plan a Highway 1 road trip, and 54% indicated that they did visit.

Action Items

Sunshine & Bourbon Scope of Work: The scope includes creative direction, brand integration, video production and all creative production (ad, maps, etc.). Tessa expressed concern with the timing.

A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$70,000 for a 14-month contract effective May 2024. Mike noted the excitement of continuing to work with Sunshine & Bourbon and the board agreed. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

24 | 25 Draft Budget: CAO Cuming reviewed the budget detail. Mike said there would be about \$400k in unspent contingency and reserves for the budget of \$1.526M and noted that 20% 'cushion' is a solid number. The budget includes flat assessment collections at \$1.422M. With Highway 1 likely to re-open in 2024, CAO Cuming recommended to continue to fully fund the BID Bunch effort at \$1.526M for the 24 | 25 fiscal year.

A motion was made by Mike Hanchett and seconded by Bram Winter to approve the 24 | 25 draft budget as presented. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Local Fund Board Members

Avila Beach: A motion was made by Melissa Kurry and seconded by Bram Winter to renew Ken Kelly to the Avila Beach Tourism Board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Local Fund Area Applications

Cambria Christmas Market Shuttle: Mike Arnold noted that 2019 was the last time shuttles were funded in addition to the shuttles provided by CPL. CAO Cuming commented on the work with the local Lions Club nonprofit to coordinate the contract and payment with Safe Ride. Melissa asked about the focus on Moonstone Drive and Bram said there are three routes within Cambria.

A motion was made by Mike Hanchett, and seconded by Melissa Kurry, to approve \$61,573 for three shuttles during the 27 event days from November – December 2024. With no further discussion, the motion was approved by a majority voice vote of the Advisory Board; Bram Winter abstained.

Avila Beach Truck Show: The July event was discussed. A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$7,500. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Cambria Admin: A motion was made by Bram Winter and seconded by Mike Hanchett to approve Jill Jackson's admin contract renewal as presented for \$97,490 for 24 months, beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Cayucos Marketing: A motion was made by Melissa Kurry and seconded by Bram Winter to approve Shadetree Marketing's contract renewal as presented for \$53,160 for 12 months, beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Cayucos Social/Photography: A motion was made by Mike Hanchett and seconded by Melissa Kurry to approve Danna Coy's contract renewal as presented for \$52,800 for 12 months, beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Beautify Cambria: The \$720 application for TRPR was signed by Gary Setting and provided to Tessa.

Closing Comments

None

Future Agenda Items

- 24 | 25 Marketing Plan
- CBID Board Succession
- LFAs contract renewals (May): ABTA admin, LO Marketing; EV AGV Marketing, Admin & Marketing Liaison; 24 | 25 Budgets; LFA Imperative SOW with Orange 22; ScareCrow Festival

- BID Bunch presentations: PR & STP (May); Paid Media (June); SEO & Website (TBD)
- BID Bunch LFA Bylaws and CBID and LFA Policy Updates

Adjournment

The meeting was adjourned at 1:30pm