

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

Minutes | July 24, 2024 | Cambria Pines Lodge

CBID Board Members Present: Mike Hanchett, Bram Winter, Melissa Kurry, Aaron Graves, Laila Kollmann

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Gary Setting

Guests: Lisa Belsanti, SLO CAL

Call to Order

12:11pm by Vice Chair Aaron Graves

Public Comment

Aaron shared the recent awards from TripAdvisor for Moonstone Properties.

Administrative Items

- Roll Call: Mike Hanchett, Bram Winter, Melissa Kurry, Aaron Graves, Laila Kollmann are present
- Consent Agenda – Minutes: A motion was made by Mike Hanchett and seconded by Bram Winter to approve the May 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann and Aaron Graves abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
 - General fund ties back to BID Bunch expenses, both reporting \$156,083 in expenses for June. YTD revenue is \$1,413,820, which is \$41,289 less than budgeted from June 30, 2024. YTD expenses are \$1,511,996, which is under budget by \$529,634. Net income of \$488,344 is more than budgeted and will carryforward into 24 | 25 fiscal year.
 - BID Bunch transitions for Josh and Quincy; CAO Cuming thanked Quincy for her partnership and noted that Josh will continue to provide quarterly photos and video assets in the new fiscal year.
 - The 24 | 25 agenda topics were reviewed.
- Upcoming Events | deadlines
 - SLO CAL Summit 9/25 from 11:30 to 5pm at Embassy Suites
 - Board Meetings: August 28 (cancel); Sept to 9/18 due to SLO CAL Summit on 9/25
 - Aaron noted that Cathy Cartier has been named permanent President and CEO of SLO CAL and Lisa confirmed her excitement around Cathy's new role.

Discussion Items

- Marketing
 - Ad Concepts: CAO Cuming presented the brand ad concepts for launch and post-launch campaigns
 - H1 Reopening: The tactical approach for the Highway 1 reopening was discussed, and CAO Cuming confirmed an August meeting with SLO CAL and other H1 destinations.
 - The TODAY Show!: A video clip of program was shown which mentioned Highway 1 and Cavalier Oceanfront Resort

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

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- Board Succession: A motion was made by Laila Kollmann and seconded by Bram Winter to accept Matt Masia’s resignation from the board. All board members expressed their gratitude for Matt’s service and shared their condolences to Matt’s family. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Bram said that Georgia Legg may be interested in serving on the CBID Advisory Board. Mike noted that the bylaws do not note a specific percentage of representation for our Local Fund Areas. CAO mentioned that Dean Hutton has also expressed interest and would represent the South County.

Gary Setting's current 2-year term is expiring, however there is interest to have Gary continue for an additional year as Aaron Graves has asked to come in as Chair in 2025. CAO noted Aaron is next in succession as he currently serves as the Vice Chair. Tessa suggested that the County and CAO Cuming review the bylaws and bring this topic to the next CBID Advisory Board meeting.

- Talent Acquisition SOW: A motion was made by Mike Hanchett and seconded by Melissa Kurry to approve \$5,000 for the scope of work as presented. With no further discussion, the motion was approved by a majority of the Advisory Board.
- Digital Asset Management platform SOW: A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$5,859.37 the CrowdRiff DAM, pro-rated for 10 months effective September 1, 2024. With no further discussion, the motion was approved by a majority of the Advisory Board.
- CA Welcome Center panel: CAO Cuming reviewed the details and is not recommending moving forward. Aaron said that the mobile visitor center approach could be better future consideration.
- SLO CAL co-op (Pensara and Unpacking Video): The proposal, which includes both CBID and LFA funding, is to be included in SLO CAL’s “Unpacking” content series to be distributed across paid, earned and owned media, including influencer posts. Media will include paid social and programmatic with premium channel placement. Video includes long form, 30-second, 15-second teasers.

Regarding the Pensara Social Strategy partnership at a CBID investment of \$3,000, Mike asked about Claudia’s role and CAO Cuming confirmed that she will be at the workshop. Lisa noted that this is a best-in-class approach.

A motion was made by Bram Winter and seconded by Melissa Kurry to approve the “Unpacking” co-op at: \$2,000 from CBID, with LFA monies at \$2,000 from Edna/AG Valley, \$4,000 from Cayucos and \$2,000 from Los Osos, as well as the \$3,000 of CBID funds for the Pensara Social Strategy partnership. With no further discussion, the motion was approved by a majority of the Advisory Board.

- 24 | 25 LFA Budgets: A motion was made by Mike Hanchett and seconded by Melissa Kurry to accept the LFA 24 | 25 budgets as presented. With no further discussion, the motion was approved by a majority of the Advisory Board.

- LFA Funding Applications

- CTB: Lawn Bowling sponsorship: Mike asked about funding the event in its entirety vs planning on how to generate funds to cover their costs. CAO Cuming will share his concerns with the CTB. A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$10,000 for Lawn Bowling sponsorship as presented. With no further discussion, the motion was approved by a majority of the Advisory Board.
- CTB: Archer & Hound additional funding: A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$200,000 for additional marketing between

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November 2024 and June 2025, needed to ensure strong marketing continues especially as H1 reopens in Fall 2024. With no further discussion, the motion was approved by a majority of the Advisory Board.

- ABTA: Avila Pier B&I Grant: A motion was made by Mike Hanchett and seconded by Bram Winter to approve the \$15,000 as presented for the Avila Pier project. With no further discussion, the motion was approved by a majority of the Advisory Board.
- VAC: SFGate Story Studios LFA Imperative: A motion was made by Melissa Kurry and seconded by Mike Hanchett to approve \$28,000 for the 24 | 25 effort as presented by Orange 22. With no further discussion, the motion was approved by a majority of the Advisory Board.
- EV AGV: Marketing RFQ: Tessa shared concerns that a resume detailing experience was not provided by Shadetree. Melissa noted Danielle's experience in tourism and with the other LFAs. CAO Cuming shared details of the RFQ process as provided in the CBID board packet.

A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$42,650 as presented for 10 months ending June 30, 2025. With no further discussion, the motion was approved by a majority of the Advisory Board.

Future Agenda Items

- September: FY Roll-up & Content Strategy, CAO Contract Renewal; Resolution to Amend Annual Conflict of Interest; CBID Bylaws: Board Succession – CBID Chair term extension
- BID Bunch presentations: SEO & Website; Content Team

Closing Comments & Adjournment

The meeting was adjourned at 1:42pm.

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