

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

Minutes | September 19, 2024 | Cambria Pines Lodge

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Melissa Kurry, Aaron Graves

Guests: Lori Ritchey

Call to Order

12:12pm

Public Comment

Bram said that he misses Matt and commented on what a good guy he was. CAO Cuming shared the Celebration of Life details and said that it honored Matt in the things he loved the most - family and Giants baseball.

Administrative Items

- Roll Call: Mike Hanchett, Bram Winter, Gary Setting, Laila Kollmann are present
- Consent Agenda – Minutes: A motion was made by Mike Hanchett and seconded by Bram Winter to approve the July 24 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Gary Setting abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
 - General fund ties back to BID Bunch expenses, both reporting \$95,358 in expenses for August. YTD revenue is \$259,192. YTD revenue is 374,390, which is \$13,265 less than budgeted. YTD expenses are \$259,192, which is under budget by \$63,518. Net income of \$50,253 is more than budgeted YTD. Overall cash increased by \$269,090 from June 30, 2024.
 - SLO CAL version of Monopoly is now available, being sold on Amazon
 - Highway 1 update: Bram said that there are a large number of trucks and loads of rocks working daily. Current timeline is for a 2025 reopening
- Upcoming Events | Deadlines
 - Board Meetings: October 23 and November | December on 12/4

Discussion Items

- Marketing
 - Just Coast Campaign Launch: Lori Ritchey's presentation was reviewed. The board was impressed with the growth and progress. CAO Cuming noted how proud she was of the brand work with Sunshine & Bourbon, and the BID Bunch. The board thanked Lori Ritchey for all of her hard work to get the brand launched. [A copy of the report is available here.](#)

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MARKETING REPORT

July 1, 2023 – June 30, 2024

ORGANIC SOCIAL UPDATE

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119,160 ▲ 5%
Total Followers

864,582 ▼ -24%
Total Engagements

2,200,000 ▲ 83%
Video Views

29,317,783 ▲ 25%
Total Impressions

291,159 ▼ -15%
Total link clicks

California Highway 1 Road Trip
Wed 4/26/24 4:51 am PDT

Because of all the rain this year, wildflowers are blooming in abundance out in Carrizo Plain in San Luis Obispo County. 🌻 Now it...

California Highway 1 Road Trip
Tue 4/23/24 10:12 am PDT

Bucket list item: Embrace the dawn along Highway 1 🌅 Soak up a breathtaking sunrise over the pier, where the sky paints...

California Highway 1 Road Trip
Fri 2/22/24 12:31 am PST

Highway 1: Where wildlife steals the show! Our coastal stretch is a haven for nature lovers. Explore small seaside towns where...

- Engagement on our posts decreased by 24%, indicating a drop in interaction despite the higher impressions. This suggests that while more people are seeing our content, fewer are actively engaging with it, which may point to the need for a content refresh or new engagement strategies
- Post-link clicks decreased by 15% compared to last year, suggesting a decline in user interest in clicking through to additional content or offers. This could indicate the need for more compelling calls to action.

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44,540 ▲ 10%
Total Followers

87,113 ▼ -46%
Total Engagements

1,828,801 ▼ -40%
Total Impressions

Highway Roadtrip
Wed 2/28/24 3:38 am PST

Nature's fleeting masterpiece! 🌄 Don't blink or you'll miss it – those vibrant green rolling hills of San Luis Obispo along Highway 1...

Highway Roadtrip
Mon 2/19/24 10:41 am PST

Let's keep our fingers crossed for another Superbloom this spring after the storms this winter! 🌸 Highway 1 boasts numerous...

Highway Roadtrip
Fri 8/24/23 2:39 am PDT

Springtime on the Central Coast is pure magic! 🌿 It's like stepping into a dream when the rolling hills turn a vibrant green...

- Impressions dropped by 40% this year, totaling 1,828,801 compared to last year's 3,073,899. While significant, this presents an opportunity to refine our content strategy and boost Instagram engagement by addressing the factors behind the decline.
- Engagement dropped 46% this year, with 87,113 interactions compared to 162,446 last year. This highlights the need to improve our strategies by creating more compelling content and fostering stronger audience connections.

▶

162,000 ▲ 58%
Total Views

50,760 ▼ -80%
Total Audience

279,500 ▲ 68%
Watch Time (in min)

6,320 ▼ -60%
Total Engagements

Content	Average view duration	Views
1 Small Towns Big Experiences Await on a Highway 1 Road Trip Aug 31, 2023	0:32 (105.1%)	123,697
2 Best Beaches of Highway 1 Mar 7, 2024	0:29 (96.6%)	55,797
3 Beaches Along Highway 1 Mar 29, 2023	0:28 (92.7%)	52,599

lh

70.10% ▲ 57%
Interaction Rate

5.92% ▲ 1%
Story CTR

52.80% ▲ 8%
Completion Rate



MARKETING REPORT

July 1, 2023 – June 30, 2024

PUBLIC RELATIONS

214 Articles to date	14 Visiting journalists	147 Direct Links to Highway 1 Road Trip Website
4 Media Missions	1 FAMS with SLO CAL	13 Articles in Target Outlets
		7 Additional Placements to Target Outlets

STEWARDSHIP



- Launched New "Back to Nature" Tours on the Central Coast
- Incorporated Stewardship on a Deeper Level in Our Public Relations Efforts
- Successfully Integrated "Stewardship Travel for Good" Messaging in All Marketing Efforts

BACKEND WEBSITE DEVELOPMENT

- Moved server infrastructure to Hetzner servers running on a Runcloud management platform.
- Completely rewrote the theme from Sage to Timber using the Twig templating engine.
- Redesigned listing pages with more visible filters and additional filter choices.
- Redesigned individual Where to Stay, Where to Eat, Things to Do, and Events pages with a significantly more user-friendly design.
- Converted numerous pages from Elementor to the Gutenberg builder in an effort to phase out Elementor. This will result in better performance, accessibility, and SEO scores.
- Created content templates to make page building faster and more efficient.
- Created additional pages in support of marketing activities.
- Conducted an accessibility audit of the new theme and conducted any necessary remediation.
- Streamlined the method of adding tracking codes to the site.
- Worked with the rest of the team to redesign the homepage and Things to Do page. Implementation will be complete in Q3 2024.

- 23 | 24 FY Roll-Up: The report was reviewed and Gary commented on the change from Google Analytics to GA4; Lori provided some insights. Mike noted that the CBID is fortunate to have the BID Bunch team and he really appreciates everyone's efforts.

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

- **Sunshine & Bourbon Travel Expenses:** Laila said that these should be reviewed more closely to avoid issues in the future. Lori Ritchey made note that they have done so much with the budget, including sizzle reels and videos that are exceptional. Gary appreciates their efforts and pointed out that the shoots were during high season when travel is more costly. Mike added that the value is there, without a doubt; his experience is that travel costs are typically an add-on to the scope of work, and wants to ensure our partners are made whole. Tessa shared the challenges with the process, including amendment and cost justification. A motion was made by Laila Kollmann and seconded by Mike Hanchett to amend the contract to include additional travel expenses, noting a total of \$4097.39, which will be funded from the CBID Contingency. Submission should include justification, which would note that the high season travel was more expensive, and that the launch timing required work to be done by July. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Bram Winter abstained.
- **Resolution to Amend Biennial Conflict of Interest:** Tessa noted that this comes up annually and wants to make sure it is clear and covers all needs. Mike clarified that no other obligation of the Col changed and Tessa confirmed. Mike also asked about the reporting requirements for Form 700 and Tessa reviewed them. Tessa will get more details around vendor overnight stays. A motion was made by Laila Kollmann and seconded by Mike Hanchett to accept the resolution to amend the Conflict of Interest. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **CBID and LFA Bylaws:** The LFA and CBID bylaws are now the same. Updates included removal of the secretary position requirement, LFA meeting days, and language to allow renewal of the chair if no others are interested. Mike asked about the level of detail in bylaws and section 2A regarding admin submitting annual report. Tessa confirmed that the ordinance states this detail. Also, article 4 regarding LFA admins vs. LFA boards as SSTA does not currently have an admin and Tessa noted. A motion was made by Bram Winter and seconded by Mike Hanchett to approve the amended bylaws. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Board Succession:** The succession extends Chair Gary Setting's term for another year. A motion was made by Laila Kollmann and seconded by Bram Winter to extend Gary's CBID Chair term through June 30, 2025. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Gary Setting abstained.

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- Discussion to move CBID Meeting Time: The board discussed moving the meeting time and all agreed it will start at 9am on the 4th Wednesday of each month starting on October 23.
- **CAO Contract Renewal** (effective 1/1/2025): CAO Cuming voluntarily left the room for the discussion. Gary and Tessa outlined the discussion, which included: updating the scope of work to the new county format; follow-up call with Gary and Mike to prepare for vote at next CBID meeting; agendize the item for the October 23 meeting. Tessa confirmed that possible options to consider are sole source, RFP, and same terms. The board discussed the difference in formation structure from the 1989 Act to the 1994 Act and will place as a future agenda item.
- **VAC Cinderblock Wall Letter to BOS:** The letter to the Board of Supervisors regarding the cinderblock wall repairs in downtown Cayucos was reviewed. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the letter as presented. Further board discussion was held about the wording and Bram confirmed he is comfortable with it. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **LFA Funding Applications**
 - None

Future Agenda Items

- LFA Funding Applications (CTB - Art & Wine Festival; CTB & SSTA - BlendFest)
- BID Bunch presentations: SEO & Website

Closing Comments & Adjournment

The meeting was adjourned at 2:06pm.

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