

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

Minutes | October 23, 2024 | Cambria Pines Lodge

CBID Board Members Present: Gary Setting, Bram Winter, Laila Kollmann, Melissa Kurry
County Liaison: CAO Cheryl Cuming, Tessa Comejo
Absent: Mike Hanchett, Aaron Graves
Guests: Lisa Howe, Steve Kniffen

Call to Order

9:05am

Public Comment

Tessa shared a Thank You received from the Friends of Avila Pier for funding from ABTA

Administrative Items

- Roll Call: Gary Setting, Bram Winter, Laila Kollmann, Melissa Kurry are present
- Consent Agenda – Minutes: A motion was made by Bram Winter and seconded by Laila Kollmann to approve the September 19 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Melissa Kurry abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
 - General fund ties back to BID Bunch expenses, both reporting \$112,010 in expenses for September. YTD expenses are \$371,202. YTD revenue is \$526,621, which is \$9,141 more than budgeted. YTD expenses paid are under budget by \$110,363. Net income of \$119,504 is more than budgeted YTD. Overall cash increased by \$269,090 from June 30, 2024.
 - Sunshine & Bourbon Travel Expenses: Tessa shared a guide to Section 1090 from the FPPC. The code states that when board members participate in a contract in which they have a financial interest, the contract is automatically void. In this case, the original contract did not state where the contractor would stay, so the board member did not know they would benefit and the contract passes muster. However, at the time of the amendment to increase travel costs, the board member would have known that they had benefited and this would violate the rule, making it void. Melissa noted that the board exists to promote tourism. Suggestion was made to consider a range or cap on future travel expenses.
- Upcoming Events | Deadlines
 - Board Meetings: November | December on 12/4, January 22, 2025

Discussion Items

- Marketing
 - Roll-Up Report: Highlights of the report include large increases in overall web traffic, including 1.8% in organic traffic; an addition of almost 1,800 email database
 - subscribers; kickoff of the Just Coast paid media campaign resulted in 10M impressions and 184K clicks, social media dropped and was adjusted; organic social showed large

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gains for impressions and videos; public relations has generated 13 articles and reflects a total UVM of 636.77M.

- *Travel + Leisure* February 2025 issue: CAO Cuming shared the announcement of the new Chumash National Marine Sanctuary, which will have coverage in the February issue

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

- 1989 vs. 1994 BID Discussion: CAO Cuming shared the comparison of the two and reviewed the presentation provided by Civitas. Key points include that carryforward money remains in the 1989 BID; county collects assessment and provides to nonprofit in 1994. There is an inherent risk in reforming a “new” BID, including confusion from constituents about a “new” tax. Tessa asked about the local fund area boards to ensure they can continue to function as they currently do. Bram asked why incorporated communities were chosen in the original formation in 2009 and Tessa provided that history. Steve asked why the CBID is doing this. Tessa and Lisa shared how the BID has grown and the addition of requirements as an entity of the county; oversight is different under the 1989 and 1994 structures. Bram asked if other business segments should be included. Tessa inquired about the amount of funds that could be used to form the new district. CAO Cuming will follow up with Civitas to confirm if the fee includes formation of a nonprofit. She also shared how her meeting with Matt Pontes and Rebecca went, with both sides noting a desire to continue a partnership. The board would like to explore and want to ensure Mike Hanchett and Aaron Graves are involved.
- Board Succession: CAO Cuming shared the recent conversations with LFA board members around their ability to serve. The CBID agreed to pursue discussions with Mitchell Masia and Miguel Sandoval.
- CAO Scope of Work and Contract Renewal: Gary shared the SOW overview and CAO Cuming noted that she had met with Gary and Mike to review the draft and provide feedback. The CAO noted the new county format and that the CBID has outpaced other DMOs within the last five years, doubling TOT in the last 10 years.
A motion was made by Laila Kollmann and seconded by Bram Winter to approve a one year contract with a 15% increase, based on performance, growth and equity, and the same terms as the prior contract, including the annual COLA. With no further discussion, the motion was approved by a voice vote of the Advisory Board. Melissa thanked CAO Cuming for her role, with Bram noting the change in scope over the last five years with the leadership of the BID Bunch, and Gary adding the evolution is needed.

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TOT by FY			CBID 2% by FY	
July 1-June 30	Amount		July 1-June 30	Amount
2009-10	\$ 4,571,111.70		2009-10	\$ 1,014,440.83
2010-11	\$ 5,830,816.17		2010-11	\$ 1,293,731.87
2011-12	\$ 6,148,596.03		2011-12	\$ 1,368,015.44
2012-13	\$ 6,689,125.74		2012-13	\$ 1,482,526.37
2013-14	\$ 7,449,651.69		2013-14	\$ 1,649,654.73
2014-15	\$ 8,113,417.38		2014-15	\$ 1,797,401.92
2015-16	\$ 8,395,992.37	Doubled last 10 years	2015-16	\$ 1,860,859.26
2016-17	\$ 8,688,186.22		2016-17	\$ 1,920,703.94
2017-18	\$ 8,413,643.81		2017-18	\$ 1,974,908.69
2018-19	\$ 9,493,575.85		2018-19	\$ 2,187,601.94
2019-20	\$ 8,559,967.69		2019-20	\$ 1,940,363.05
2020-21	\$ 11,673,827.18		2020-21	\$ 2,462,320.26
2021-22	\$ 14,178,355.26		2021-22	\$ 3,073,675.41
2022-23	\$ 14,906,811.51		2022-23	\$ 2,977,069.39
2023-24	\$ 12,905,669.00		2023-24	\$ 2,827,640.00
	\$136,018,747.60			\$ 29,830,913.10

The CBID outpaced all other DMOs in SLO County with + 57% rate of change in TOT in the last 5 years (2018|19 - 2022|23):
 CBID +57% with 1 new hotel
 SLO + 35% with 4 new hotels
 PB + 54% with 4 new hotels*
 MB + 19% with 3 new hotels
 PR +50% with 5 new hotels*
 *Both PB and PR increased TOT by 1%; figures are normalized and do not include TOT increase.

- LFA Funding Applications
 - CTB & SSTA - Blendfest: A motion was made by Bram Winter and seconded by Laila Kollmann to approve \$10,000 each for Cambria and San Simeon. Bram noted the success with involving Paso Wine and said it was great that they continue to support. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - CTB - Art & Wine Festival: Steve said that the Chamber is evolving with a focus on event improvements, including addition of a Thursday event. A motion was made by Bram Winter and seconded by Melissa Kurry to approve \$10,000. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

- CBID Marketing Policy
- Contingency & Reserves Policy

Closing Comments & Adjournment

The meeting was adjourned at 10:40am.

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