



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

Board Meeting Minutes  
March 29, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Matt Masia, Laila Kollmann, Gary Setting

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Aaron Graves

Guests: Lori Keller, Lori Ritchey, Eric Parker (SLO CAL)

**Call to Order**

At 12:05pm

**Public Comment**

Aaron Graves welcomed a new baby, Ellery Jean; photos were shared and the board sent their well wishes to him.

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Matt Masia, Laila Kollmann, Gary Setting and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the December minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

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

- General Fund and BID Bunch expense tracking report \$58,881 for January and \$793,108 YTD.
- YTD collected revenue is \$1,036,430, which is \$325,793 over budget.
- YTD expenses paid are \$793,108, which is \$87,318 under budget.
- Net income is \$775,769, which is \$413,111 more than anticipated.

- Overall cash increased by \$694,355 from June 30, 2022.

Bram asked how everyone was doing. Matt expressed concern that there would be a softening in 2023.

**CBID Renewal Sequence of Events:** Tessa reviewed the process including ROI on April 18 and public BOS meeting on 5/16. The renewal will be effective July 1, 2023.

**Oceans Dunes Scenario Planning:** CAO Cuming participated in a 5-hour session on February 6. Resonance's approach is to utilize scenarios to create potential futures with stakeholders. Those stakeholders will be asked to evaluate issues and opportunities that could affect the future of the Oceano Dunes. Post workshop, three scenarios will be refined to present to the community, including an economic impact analysis. Participants were Visit SLO CAL, California State Parks, City of Grover Beach, City of Arroyo Grande, City of Pismo Beach, SLOCOG, CBID, South County Chamber of Commerce, REACH and VACO.

**2023 Board Meeting Schedule:** The 2023 scheduled meetings were reviewed with the board. The May meeting was moved to May 31 and the November-December meeting was scheduled for December 6.

### **Upcoming Events/Deadlines**

- April 26 and May 31 at Cambria Pines Lodge
- Form 700 is due April 3; all have been filed
- Ethics training needs to be completed by board and CAO

### **Discussion Items**

#### **Marketing & Stewardship Travel for Good**

- **Mid-Year Roll Up Report:** Lori Ritchey presented the mid-year report. Matt asked about concerns related to the Highway 1 closure. Bram noted that they handle the guests with reservations. Mike said that the news is quieter this time, perhaps due to other issues happening throughout the state. Laila said guests are enjoying that access is open in the CBID stretch of Highway 1, including Ragged Point, Hearst Castle and the elephant seals. Matt wants to assess if softness is coming and think about what the board can do.
- **Visitor Forecast & Trends:** Lori Keller presented the Visitor Forecast & Trends. Bram commented that ADR will be key, especially if occupancy is soft. Eric Parker noted that there is an increased interest in international groups and journalists. Lori Keller added that remote workers will also continue to travel. In current trends, Lori commented that the CBID is on the forefront with its Stewardship Travel for Good program.

# Highway 1 Road Trip

## MID YEAR REPORT

### JULY 1 - DECEMBER 31, 2022

## Website Performance

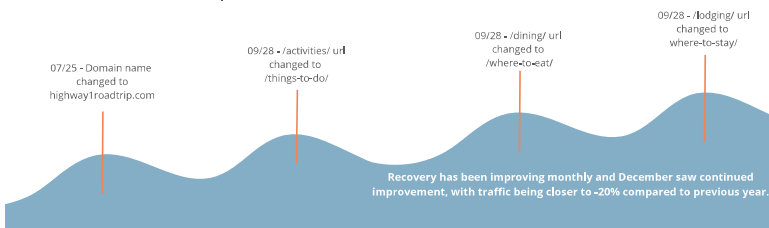
- H1RT continues to **recover from the URL change**. Domain authority was granted to H1DR for almost 10 years. The H1RT brand change occurred and we are still building authority for the domain.
- H1RT engagement metrics are **improving**. Traffic from paid advertising channels will always decrease engagement numbers and this is normal behavior with the exception of Paid Search.
- Overall, the website continues to **perform** and is meeting the strategic objectives outlined by the BID bunch.



## SEO Summary

We executed the **largest technical change** to the site during this time period. It was expected that these changes would have near-term *negative* impacts on traffic that we were willing to accept in exchange for long-term strategic improvements.

**This time period has been one focused on navigating the recovery from major changes.**  
07/01 - 07/24 (Prior to Changes) | SEO Traffic was Up +17% Year Over Year  
07/25 - 12/31 (Post Changes) | SEO Traffic was Down -38% Year Over Year

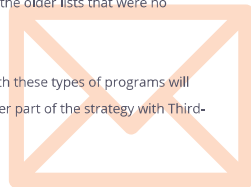


## Content Development



## Email Summary

- Lead Generation: **Added 31,251 new contacts** where **27,960 remain subscribed**
- Both Open Rate and Click Rate have continued to rise and are trending in the correct direction. This is a result of a **higher quality audience**, coupled with weeding out the older lists that were no longer active with H1RT content.
- Our **map acquisition strategy has worked** well and continuing with these types of programs will prove valuable as First Party Audience marketing becomes a stronger part of the strategy with Third-Party Cookies and Advertising reducing in value.



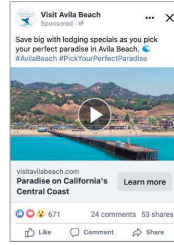
## Paid Media

Paid media is driving the highest % of all site visitors ever to the website (56%)



# LFA Program Results

- Avila Beach, San Simeon, Oceano/Nipomo, Cayucos and Los Osos all ran Social in the July-Dec '22 timeframe.
- The LFA's **performed better** than the regular CBID program with all front end metrics and **exceeded their results** from the same period last year.
- Budget spent to date: \$11,000 Budget **remaining: \$108,700.**
- **1.4m impressions** were served in total, generating 40k clicks and 60k engagements, a 2.74% CTR, \$.28 CPC, \$9.49 CPM and \$.14 CPE.
- **Avila Beach** was the top performer in highest CTR - 6.37%, lowest CPC - \$.22, and lowest CPE - \$.11.



# Social Media

**Impressions:** 7,318,491 ↓-8%

**Engagements:** 381,035 ↑30%

**Post Link Clicks:** 93,340 ↑3%

**Fans:** 107,910 ↑5%

**Published Posts:** 123

**Video Views:** 373,300 ↑583%

**Impressions:** 1,280,464 ↓-20%

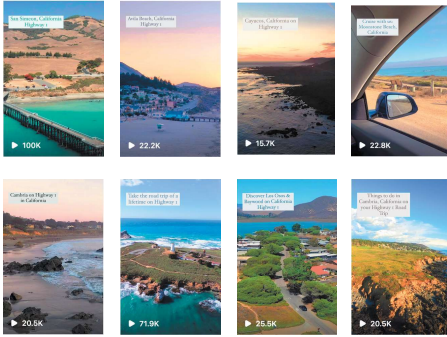
**Engagements:** 73,092 ↑10%

**Profile Actions:** 647

**Published Posts:** 125

**Followers:** 37,625 ↑8%

# Video / Photography



▶ We have transitioned to creating raw footage which has really impacted our social media efforts.

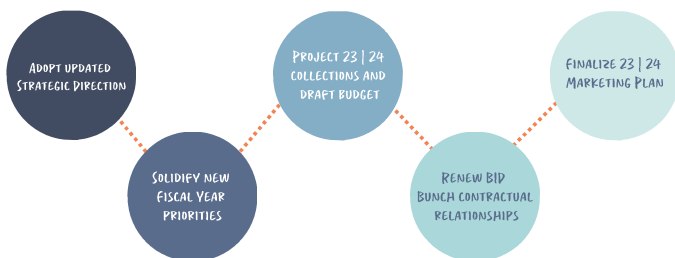
👤 The raw footage enables us to create authentic reels, and collaborate with LFAs to maximize exposure and reach.

# Public Relations Efforts

**33** Articles to Date

**12** Top Outlets

# What's Next?



Questions?



## Visitor Forecast & Trends

## Tourism Economics - Economic Assumptions



### MILD RECESSION

Anticipating a mild recession in 2023 driven by elevated prices and weaker corporate earnings that are expected to cause a retrenchment in consumer spending, business investment and hiring.



### OCCUPANCY

Projecting 2% increase in overall occupancy to 67.6% and \$4 increase in RevPAR to \$137.



### VISITOR GROWTH

Increase in visitor growth is expected to be primarily international.



### VISITOR SPENDING

Visitor spending anticipated to grow 4.5%.

Economic assumptions are based on Oxford Economics' October US Outlook (released October 13, 2022)

## Expedia Traveler - Sentiment Research

## Business & International Travel Trends

- Travel demand is **continuing to increase** - 46% of consumers said travel is more important to them now than it was pre-pandemic.
- The amount people traveling is also increasing: 79% say they plan to take a leisure trip in the next year, up from 76% just a few months prior, with the average person saying they plan to take two leisure trips.
- Travelers are less concerned with health and cleanliness now than they were previously.
- Lower prices are now more of a priority** than minimizing exposure to Covid.
- Exceptional experiences are seen as being worth the price of travel.
- The top three priorities for travelers when booking travel are:**
  - Pricing
  - Ability to get a full refund
  - Flexible cancellation policies



**50% of consumers** say they are likely to *travel internationally* in the next 12 months or have already booked a trip. (In mid-2020 only 12% of people had the same travel plans.)

**One third of consumers** said they're planning a *business trip*. With this growth in business travel, we're also seeing the return of "*bleisure*" (extending a work trip) and "*flexations*" (remote work extended stays).



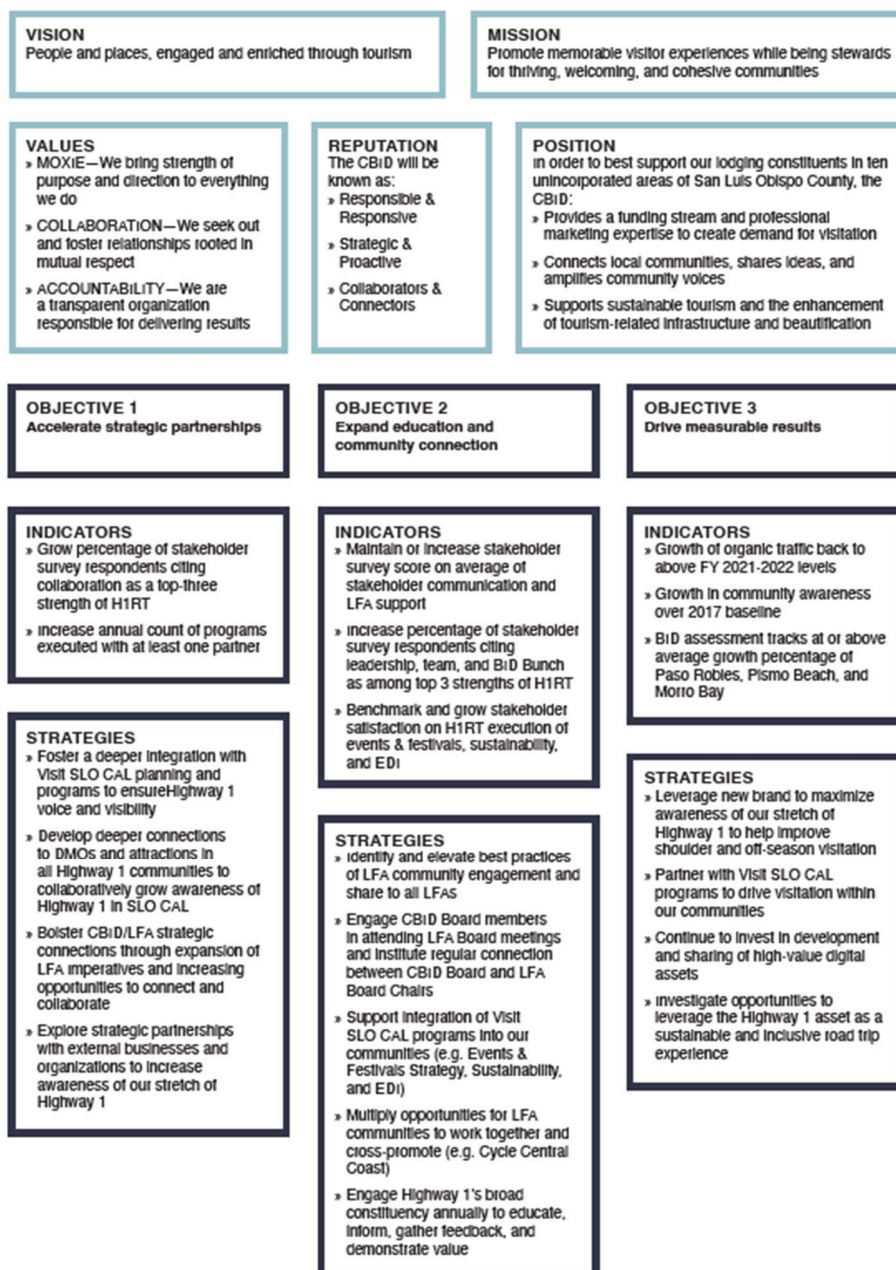
## Inclusion & Sustainability

- Nearly eight out of ten (78%) people** say they have made a travel choice based on promotions or ads they feel represent them through messaging or visuals. For millennials, that figure is even higher — 84% have made a travel choice based on representation in advertising.
- 90 percent of consumers are looking for sustainable options** when traveling and say they are willing to sacrifice convenience and comfort if they know they are making decisions that are ultimately better for our planet.
- Types of **sustainability information** consumers want to see during their trip planning process.
  - Recommendations for *locally owned businesses/restaurants*
  - Information on how to best *engage with local cultures and communities*
  - Transportation options* with lower environmental impact
  - Environmentally conscious* lodging/accommodations
  - Recommendations for *destinations that support indigenous cultures and heritages*

Thank you!

## Strategy/Ideation Topic

- **Visioning Outcomes & Strategic Direction:** CAO Cuming walked the board through the presentation:
  1. Strategic planning process overview
  2. Strategic perspectives - Laila asked for more detail about “confusion lingers over the role of the CBID and LFAs” and expressed concern that it persists. Gary suggested further education for the general constituents.
  3. Vision, Mission, Values - CAO Cuming noted changes and acknowledged that it remains consistent with the prior framework.
  4. Reputation and position
  5. Objectives, strategies, and measurement indicators



Lori Keller spoke to the development of strategic partnerships document, expanding opportunities with Hearst media and LA Times Group. Gary noted that timing will be dynamic and there may be a need for a change in two years. He also thinks the vision, mission, values, reputation and position are established and make sense to remain the same; he believes the real work is in the objectives. Matt said it was status quo and CAO Cuming confirmed that there are evolved strategies and indicators focused on the future. Laila asked about the takeaway and Lori Keller said it's that the LFA focus will continue.

Lori Keller reviewed the Strategic Plan alignment details. For Visit SLO CAL, they include continuing to build on the House of Brands marketing strategy; increasing share of voice through integrated storytelling efforts; developing a holistic approach to promoting SLO CAL as an authentically sustainable destination; developing a sustainable tourism strategy for SLO CAL; building awareness and deepening engagement of investors, partners and stakeholders; building local understanding of the positive impact of tourism; and advancing efforts to educate, inform, and collaborate with investors, partners and stakeholders. For Travel Paso, the goal is to strengthen collaboration within the local ecosystem, including PRWCA, City of Paso Robles, Paso Robles Chamber of Commerce, regional DMOs and other partners.

### **Action Items**

#### **Strategic Direction 2023-2027:**

A motion was made by Gary Setting and seconded by Mike Hanchett to accept the new Strategic Direction. With no further discussion, it was approved by a voice vote of the Advisory Board.

#### **Projected Assessment Collections for 23 | 24 Fiscal Year:**

CAO Cuming reviewed that the CBID 1% portion of the 2% assessment for 22 | 23 actuals will be \$1.477-1.5 million and recommending looking to budget the new fiscal year at flat to these actuals. The anticipated carryforward is \$525,000, which includes \$125,000 reserve, \$100,000 contingency, and \$300,000 excess. The recommendation is to invest \$150,000 of excess into the new fiscal year at a total budget of \$1,630,000. Bram said he thinks rates will continue to be a driver. Matt noted that Paso anticipates a 2% increase. Laila said the City of SLO is also projecting 2-2.5%. Mike asked about the possible downsides, and it was noted that the spending can be adjusted if needed; the reserve, contingency and carryforward provide a buffer. Gary said that some months have seen a large fluctuation, notably August and December.

A motion was made by Gary Setting and seconded by Mike Hanchett to plan on a 2% increase above 22 | 23 actuals as the proposed 23 | 24 draft budget. With no further discussion, it was approved by a voice vote of the Advisory Board.

### **Local Fund Board Members**

**EV/AGV - Karen Reed, new:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve Karen Reed. With no further discussion, the motion passed by a unanimous voice vote.

**Cambria - Greg Pacheco and Jim Bahringer, renewals; Oceano/Nipomo - Linda Austin and Kevin Beauchamp, renewals:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve all four renewals. With no further discussion, the motion passed by a unanimous voice vote.

### **Local Fund Area Applications**

None

### **Closing Comments**

Matt asked about the CAO contract renewal and annual evaluation, which will occur later in the year based on the December 31 renewal date.

Bram commented about the potential future involvement with AI and encouraged us to look into how this may impact tourism marketing. CAO Cuming noted that the BID Bunch is looking at the impact of AI and that it will be integrated into our marketing plan.

### **Future Agenda Items**

- 23 | 24 Budget & Marketing Plan (May and June)
- BID Bunch: Paid Media Plan from Ann and Social Media focus with John & Claudia (June)

### **Adjournment**

The meeting was adjourned at 1:43pm



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

Board Meeting Minutes  
April 26, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Matt Masia, Laila Kollmann, Gary Setting,  
Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent:

Guests: Lori Keller

**Call to Order**

At 12:07pm

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Matt Masia, Laila Kollmann, Gary Setting, Aaron Graves and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the March minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

**Financials:** Laila asked about the financials and CAO Cuming mistakenly did not include in the board packet, so they will be emailed.

**Highway 1 Update:** There is optimism for a mid-July opening of Gilbert's, north of Gorda and Pacific Valley to Dani Creek. Paul's Slide will open to one-lane before fully opening; timing will become clearer in July 2023.

**Strategic Plan Alignment with SLO CAL:** Lori Keller said that she had a good conversation with Cathy and there were 5-6 points of intersection as summarized in April's minutes. They discussed how SLO CAL's sustainability marketing can coordinate with H1RT Stewardship Travel for Good efforts.

### **Upcoming Events/Deadlines**

- CBID annual renewal at the Board of Supervisors public meeting is May 16
- Upcoming board meetings are May 31 (5th Wednesday) and June 28
- Ethics training needs to be completed; a link has been sent

### **Strategy/Ideation Topic**

**Looking Ahead - Marketing Focus for 23 | 24:** Lori Keller discussed 'stepping into' the Marketing Plan approval in June and took the board through key themes that will be included in the plan.

There will be a focus on "emotive" branding to build out the H1RT brand. The concept will be tied to the "Life's Too Beautiful to Rush" brand promise from SLO CAL and how it paces with Highway 1. The timing to develop H1RT brand is the next step to evolving the strategy. The age target will be 25-55; research shows homeowners have been a strong web audience for the brand. The email database will be important in pushing visitors through the decision funnel.

The top 3 trends are: Bleisure travel, Sustainability, and Unique Experiences.

Initiatives for 23 | 24 are:

- "Smarter not wider" targeting strategy for paid media
- Driving more measurable results
- Brand storytelling
- Strategic partnerships
- Advances in technology with GA4 and AI

Matt shared his info on Expedia's new experience booking platform

CAO Cuming noted that the focus for the CBID continues as a destination marketing organization. Bram is interested to learn more about the database segmentation and building a relationship with future visitors. Aaron asked how to utilize AI and Bram shared how he has been using. Lori confirmed that the plan is to ensure that AI is included in the new fiscal year marketing with things like SEM keywords and how it will integrate with paid media.

The board supports the initiative direction and CAO Cuming confirmed that final plan will be presented at the May meeting.

## **Discussion Items**

**2023 | 2024 Draft Budget:** CAO Cuming walked through the budget line items. Mike asked if the SEO link building strategy is a viable reality as we ask DMOs to partner and Lori noted that the initial conversations have resulted in interest.

The board supports the draft budget as presented and CAO Cuming said that the final version will be presented in the 23 | 24 Marketing Plan at the May meeting.

The Board further assessed the Matching Funds program with Bram requesting input on the program. Mike noted that the LFAs may be concerned if it goes away. The board discussed investing additional effort in the LFA imperative programs, which will benefit all communities. Matt said that events getting matching funds are recurring, and funds are not focused on just helping new events. Bram questioned if the program is accomplishing what it was originally intended to do. The board agreed to evolve other programs that will support all LFAs instead of a select few. Aaron noted the importance of the LFA support and ensuring future programs are seen as a value-add. CAO Cuming will seek input from the LFAs on programs for the new fiscal year.

## **Marketing & Stewardship Travel for Good**

- **Mid-Year Roll Up Report:** Lori noted the LA Times free full-page ad in Luxury Magazine valued at \$24,000. CAO Cuming said that the complete report was included in the packet and the overall marketing stats remain strong, exceeding prior year.

## **Action Items**

**CAO COLA:** The County confirmed that COLA is currently 8.3% and Tessa noted that the CAO contract includes an annual COLA clause. Mike asked Tessa about it being retroactive and she confirmed it would be to January 1, 2023. Aaron said he felt the COLA was very appropriate.

A motion was made by Aaron Graves and seconded by Laila Kollmann to accept the 8.3% adjustment retroactive to January 1, 2023. With no further discussion, the motion passed by a unanimous voice vote.

## **Local Fund Board Members**

**Oceano & Nipomo - Danielle Bronson resignation; Roger Jacobs new:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to accept Danielle Bronson's resignation and Roger Jacobs' application. With no further discussion, the motion passed by a unanimous voice vote.

## **Local Fund Area Applications**

**Cambria Marketing RFP:** CAO Cuming reviewed the CTB minutes and scoring results. The board discussed the renewal for Archer & Hound for a two-year contract of \$600,000 starting July 1, 2023. A motion was made by Mike Hanchett



and seconded by Laila Kollmann. With no further discussion, the motion passed by a unanimous voice vote.

**Avila Beach Marketing RFP:** CAO Cuming reviewed the ABTA minutes and scoring results. Laila noted concerns from Avila Beach regarding the website evolution. The board discussed the renewal for TJA for a two-year contract of \$400,000 starting July 1, 2023. A motion was made by Laila Kollmann and seconded by Aaron Graves. With no further discussion, the motion passed by a unanimous voice vote.

**Oceano/Nipomo funding applications:**

- The Dana Adobe Demo Mission Orchard was approved by Bram for \$4,999.
- A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$9,300 for the Welcome to Olde Towne sign. With no further discussion, the motion passed by a unanimous voice vote.
- CAO Cuming noted that Stephanie Rowe will be resigning from the admin role so her contract did not require approval; a replacement is being sought.

**San Simeon 4th of July Celebration funding application:** Laila reminded the board that past discussions of the event included it becoming self-sustaining. Matt said the funding is not for fireworks but for out-of-area marketing to draw midweek visits. Aaron suggested it could help bolster potential softness seen in the first quarter. The funding application clearly states that there should be a shoulder season focus, and it was noted that that is not the case with this event. Bram asked the board to weigh-in to confirm support based on past concerns.

A motion was made by Aaron Graves and seconded by Mike Hanchett for \$4,500 from the San Simeon Tourism Alliance in support of the American Legion's July 4<sup>th</sup> celebration. Further discussion was held that included Matt's support for supporting San Simeon with the continued closure of Highway 1. Mike said the town has felt less busy when fireworks do not occur. Laila is concerned that the board has said no in the past and Mike reiterated that the funding is for marketing and not fireworks. With no further discussion, the motion passed by a unanimous voice vote.

**Closing Comments**

The board members expressed general concern with the soft business anticipated to continue into summer.

**Future Agenda Items**

- Marketing Plan and 23 | 24 Budget; BID Bunch contract renewals (May)
- BID Bunch: Media plan with Ann, and Social Media with John & Claudia (June)

**Adjournment**

The meeting was adjourned at 1:53pm.



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

Board Meeting Minutes  
May 31, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Matt Masia, Laila Kollmann, Gary Setting,  
Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent:

Guests:

**Call to Order**

At 12:05pm

**Public Comment**

Tessa Cornejo shared that the Board of Supervisors removed Roger Jacobs' LFA board appointment from the agenda. It will be back on the agenda for the June 6 meeting.

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Matt Masia, Laila Kollmann, Gary Setting, Aaron Graves and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the April 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

**Financials:** Financials are reconciled through April. Items of note:

- General Fund and BID Bunch expense tracking report \$178,229 for April and \$1,200,387 YTD.
- YTD collected revenue is \$1,261,383 which is \$236,659 over budget.

- YTD expenses paid are \$1,200,387, which is \$266,990 under budget.
- Net income is \$593,445, which is \$503,649 more than anticipated.
- Overall cash increased by \$437,672 from June 30, 2022.

Overall the financials are presenting as slightly soft at 5% off of budget.

**Administrator & Partner Updates:** CAO Cuming shared Expedia Group's Q2 Traveler Insights. The report "reveals promising signs of continued traveler enthusiasm, with traveler searches increasing globally by 25% quarter-over-quarter in Q1 of 2023. Our data also shows that travelers are continuing to plan trips further out, as they look toward mid-year getaways."

The CBID annual renewal was confirmed by the BOS on May 18. There was a protest rate of 0.04% representing 8 protests. The year-end report is available on the Member page of the website.

### **Upcoming Events/Deadlines**

- Upcoming board meeting June 28; July date to be determined at June meeting
- Ethics Training to be completed by board members and CAO

### **Strategy/Ideation Topic**

**FY 23 | 24 Marketing Plan:** The plan for the new fiscal year was reviewed. Mike noted his excitement about continued work with the BID Bunch. Bram asked about working with Travel Paso, with the goal to sell coastal rooms in proximity to wine country; Mike reiterated the importance of that connection. Gary said that he was glad to see a focus on the Fresno audience, noting how this has evolved over time. Mike asked which areas were included for Clovis, Visalia, Hanford and Bakersfield as those cities have key pockets of wealthy residents. Bram commented that the local weather is also a draw. Matt inquired about the LFA imperatives and how valuable the local areas view the program. Bram asked about Cycle Central Coast and the connection to other LFAs; CAO Cuming confirmed that both Avila Beach and San Simeon are also sponsors.

### **Discussion Items**

None

### **Action Items**

**23 | 24 Marketing Plan:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the 23 | 24 Marketing Plan as presented. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**23 | 24 Budget, including BID Bunch:** CAO Cuming reviewed the details of the 23 | 24 budget and BID Bunch contract renewals. Items of note included projected

collections of \$1,228,000; current fiscal year collections of \$1,464,558, The 23 | 24 collections are projected at \$1,493,850, which is a 2% increase against 22 | 23 actuals, with an overall budget of \$1,500,000. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the 23 | 24 budget as presented and the BID Bunch contract renewals. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

### **Local Fund Board Members**

**Cayucos - Richard Shannon, Toni LeGras, Carol Kramer, Melissa Kurry:** A motion was made by Gary Setting and seconded by Laila Kollmann to approve the renewals of all four board members. With no further discussion, the motion passed by a unanimous voice vote.

### **Local Fund Area Applications**

**Cambria & San Simeon Scarecrow Festival:** A motion was made by Laila Kollmann and seconded by Matt Masia to approve \$15,000 for Cambria and \$4,500 for San Simeon for the Scarecrow Festival sponsorship. With no further discussion, the motion passed by a unanimous voice vote.

**Cambria Arthritis Ride sponsorship:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$10,000 from Cambria for the Arthritis Ride sponsorship. With no further discussion, the motion passed by voice vote; Bram Winter abstained.

**Cayucos Admin Contract:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$9,900 from Cayucos for a two-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

**Cayucos Marketing Contract:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$48,448 from Cayucos for a one-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

**Cayucos Photography Contract:** A motion was made by Aaron Graves and seconded by Mike Hanchett to approve \$49,200 from Cayucos for a one-year contract renewal with Danna Joy Images social and photography services. With no further discussion, the motion passed by a unanimous voice vote.

**Edna/AG Valley Marketing Contract:** A motion was made by Matt Masia and seconded by Aaron Graves to approve \$42,560 from EV | AGV for a one-year contract renewal with Big Red Marketing. With no further discussion, the motion passed by a unanimous voice vote.

**Edna/AG Valley Marketing Liaison:** A motion was made by Gary Setting and seconded by Aaron Graves to approve \$5,520 from EV | AGV for a one-year

contract with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

**Los Osos/Baywood Admin Contract:** A motion was made by Mike Hanchett and seconded by Aaron Graves to approve \$9,900 from Los Osos for a two-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

**Los Osos/Baywood Marketing Contract:** A motion was made by Aaron Graves and seconded by Mike Hanchett to approve \$44,760 from Los Osos for a one-year contract renewal with Shadetree/Danielle Dubow. With no further discussion, the motion passed by a unanimous voice vote.

### **Closing Comments**

The board members expressed general concern with the soft business anticipated to continue into summer.

### **Future Agenda Items**

- Marketing Plan and 23 | 24 Budget; BID Bunch contract renewals (May)
- BID Bunch: Media plan with Ann, and Social Media with John & Claudia (June)

### **Adjournment**

The meeting was adjourned at 1:54pm



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

Board Meeting Minutes  
June 28, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Laila Kollmann, Gary Setting, Aaron Graves, Matt Masia

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Mike Hanchett

Guests: Lori Keller, John Sorgenfrei, Claudia Torkelson, Steve Kniffen

**Call to Order**

At 12:05pm

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Matt Masia, Laila Kollmann, Gary Setting, and Aaron Graves are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Aaron Graves to approve the May 31 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** Financials are reconciled through May. Items of note:

- General Fund and BID Bunch expense tracking report \$120,642 for May and \$1,321,029 YTD.
- YTD collected revenue is \$1,376,427 which is \$248,630 over budget.
- YTD expenses paid are \$1,321,029 which is \$293,085 under budget.
- Net income is \$587,845, which is \$541,715 more than anticipated.
- Overall cash increased by \$434,010 from June 30, 2022.

The anticipated carryforward for 23|24 FY is \$500,000; unspent contingency of \$111,906, unspent reserves of \$125,000, saved expenses of \$90,000 and additional revenue of \$248,630.

**Administrator & Partner Updates:** Highway 1 re-opening update from Caltrans: The northern closure of Highway 1 on the Big Sur coast moved four miles south today [June 23], from the Big Creek Vista Point in Monterey County at Post Mile 27.3 to Lucia at PM 23.2.

### **Upcoming Events/Deadlines**

- Upcoming board meetings: July meeting cancelled; August 26, 2023
- Ethics Training to be completed by Matt, Bram, Aaron and Cheryl

### **Strategy/Ideation Topic**

**FY 23 | 24 Media Strategy:** Ann Balboa presented a recap of the 22|23 fiscal year results and provided a detailed plan for the 23|24 FY. Key takeaways from the presentation include: 51M impressions at a cost of \$6-16 CPM; dynamic retargeting within Facebook; Facebook leads form, Instant Experiences, collection ads; optimized Google GA4 performance; continued video on YouTube, CTV, LA Times and SF Gate; travel e-newsletter targeting with LA Times.

**FY 23 | 24 Social Media Strategy:** John Sorgenfrei and Claudia Torkelson reviewed the successes of the prior year. For 23|24, the plan includes: optimization of trends in video and AI; content creation with CrowdRiff, including Localhood Stories; enhanced engagement and comment replies; influencer outreach and engagement.

### **Discussion Items**

**Marketing | May Roll-Up Report:** Highlights includes: all time high website visitors for the past 3 consecutive months; GA4 impacts on reporting being reviewed; email growth has been consistently around 3,000 new emails per month bringing our total subscriber base to roughly 107,000 subscribers, with a new email vendor preparing to launch in July; paid media continues to drive more than 50% of the traffic to the website; visual asset library continues to grow, including raw footage that LFAs utilize; PR success includes Conde Nast Traveler coverage.

### **Action Items**

**CBID Incoming Chair, Gary Setting:** A motion was made by Aaron Graves and seconded by Laila Kollmann to recognize Gary Setting as the new board chair for a two-year term beginning July 1, 2023 and concluding June 30, 2025. With no further discussion, the motion passed by a unanimous voice vote.



	<u>San Simeon</u>	<u>Cambria</u>	<u>Cayucos</u>	<u>Los Osos</u>	<u>Avila Beach</u>	<u>Oceano/Nipomo</u>	<u>Edna/AG Valley</u>
Estimated Carryforward (FY 22   23)	\$550,000	\$194,927	\$629,033	\$46,417	\$291,395	\$104,369	\$63,698
Estimated Collections (FY 23   24)	\$170,000	\$540,000	\$206,376	\$71,783	\$273,429	\$86,250	\$78,913
<b>Total Revenue</b>	<b>\$720,000</b>	<b>\$734,927</b>	<b>\$835,409</b>	<b>\$118,200</b>	<b>\$564,824</b>	<b>\$190,619</b>	<b>\$142,611</b>
Encumbrances	-\$40,000	\$0	\$0	\$0	\$0	\$0	
<b>Available Funds</b>	<b>\$680,000</b>	<b>\$734,927</b>	<b>\$835,409</b>	<b>\$118,200</b>	<b>\$564,824</b>	<b>\$190,619</b>	<b>\$142,611</b>
Admin	\$14,000	\$91,200	\$26,694	\$10,050	\$84,724	\$28,991	\$11,048
Marketing	\$155,188	\$400,000	\$110,590	\$71,760	\$282,413	\$72,476	\$84,080
Sponsorships	\$40,500	\$0	\$0	\$100	\$0	\$0	\$4,500
Events	\$14,000	\$150,000	\$24,787	\$4,000	\$84,724	\$28,991	\$0
Other	\$0	\$5,000	\$5,720	\$15,000	\$112,965	\$14,495	\$0
<b>Total Expenses</b>	<b>\$223,688</b>	<b>\$646,200</b>	<b>\$167,791</b>	<b>\$100,910</b>	<b>\$564,826</b>	<b>\$144,953</b>	<b>\$99,628</b>
Estimated Carryforward (FY 23   24)	\$456,312	\$88,727	\$667,618	\$17,290	-\$2	\$45,666	\$42,983

**LFA 23|24 Budgets:** CAO Cuming reviewed the details of the 23 | 24 local fund area budgets.

A motion was made by Gary Setting and seconded by Laila Kollmann to approve the LFA 23 | 24 budgets. With no further discussion, the motion passed by a unanimous voice vote.

### **Local Fund Board Members**

**Oceano/Nipomo - Roger Jacobs:** CAO Cuming confirmed that Bonnie Ernst withdrew her LFA board application. Furthermore, the Board of Supervisors confirmed Roger Jacobs.

### **Local Fund Area Applications**

**Cambria Pickleball Bleacher:** Laila asked about the recognition of LFA support. Steve Kniffen confirmed that there will be a banner to thank the CTB. Laila confirmed that the community goodwill is important. Gary added that there needs to be an effort to generate local coverage so residents are aware that these infrastructure projects are funded through tourism monies. Based on the funding request of \$3,384, Bram Winter confirmed his support of the application.

### **Cambria/San Simeon Lions Foundation Piedras Blancas Lens Enclosure:**

Aaron noted the importance of educating residents on the benefits tourism can bring to a community. Steve agreed that getting the word out is important to ensure additional support can be generated. Bram said that he hopes to see the lens back at the Piedras Blancas Light Station in the future. Aaron suggested sharing the LFA funding history with all boards, including all projects that have been funded over the years. Laila supports the effort to get more local acknowledgement for how tourism is creating positive outcomes for both visitors and residents.

A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$25,000 each for Cambria and San Simeon (\$50,000 total) for the lens enclosure. With no further discussion, the motion passed by a unanimous voice vote.

**Cambria American Legion Fireworks:** Gary said that he believes the event creates exposure that can bring people back in the future. Aaron asked about the July 4th show in Cayucos and Laila confirmed that her property is sold out; she asked if the investment truly generates "heads in beds." Bram reminded the Board of the CBID letter, written as the American Legion application has been considered in the past, stating that the event would need to find alternate sources of funding. It was also noted that the American Legion does not provide any overnight stay stats associated with their event as they have yet to implement a survey to capture these details.

A motion was made by Aaron Graves and seconded by Laila Kollmann to approve \$4,500 for the July 4<sup>th</sup> event sponsorship. Laila voiced concern that the event occurs in the high season when lodging is already booked. The motion was amended to include notifying event organizers that the CBID will not support funding of the

event in the future; Aaron and Laila accepted this amendment. With no further discussion, the motion passed by a unanimous voice vote.

**Avila Beach Pale Kai Outrigger event sponsorship:** Based on the funding request of \$4,500, Bram Winter confirmed his support of the application.

**Oceano/Nipomo Admin Contract:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$21,038 for a two-year contract with Shadetree Marketing for admin services. With no further discussion, the motion passed by a unanimous voice vote.

**Oceano/Nipomo Marketing Contract:** A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$130,000 for a two-year contract renewal with TJA for advertising | marketing services. With no further discussion, the motion passed by a unanimous voice vote.

### **Closing Comments**

None

### **Future Agenda Items**

- 22|23 FY Marketing Roll-Up Report (August)
- 23 | 24 Content Strategy with Lori R (August)

### **Adjournment**

The meeting was adjourned at 1:57pm



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

Board Meeting Minutes  
August 23, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Laila Kollmann, Gary Setting

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Aaron Graves, Matt Masia

Guests: Dick Clark & Doug Koerper, Cambria Historical Society; Julia Amodei, Skate Cambria; Matt McElhenie, CCSD; Mayla Lohnes, SLO CAL; Lori Ritchey

**Call to Order**

At 12:03pm

**Public Comment**

None

**Presentations**

None

**Administrative Items**

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

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Bram Winter to approve the June 28 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett abstained.

**Financials:** Financials are reconciled through July. Items of note:

- General Fund and BID Bunch expense tracking report \$120,243 for July and \$120,243 YTD.
- YTD collected revenue is \$176,976 which is \$8,939 over budget.
- YTD expenses paid are \$120,243 which is \$55,123 under budget.
- Net income is \$64,061, which is more than anticipated.

- Overall cash increased by \$207,288 from June 30, 2022.

### **Administrator & Partner Updates:**

None

### **Upcoming Events/Deadlines**

- Upcoming board meetings: September 27, October 25 and December 6 (combo November-December meeting)

### **Strategy/Ideation Topic**

**FY 22 | 23 Roll-Up Report:** Lori Ritchey reviewed the fiscal year Roll-Up Report. Slides follow.

### **Discussion Items**

**23 | 24 Content Strategy & Small Towns Campaign:** Lori Ritchey presented the 23 | 24 Content Strategy and the Small Towns Campaign.

Laila thanked Lori and her team for their hard work. Mike noted his excitement about the BID Bunch and how it continues to excel and collaborate. Gary said that he really likes the Small Towns campaign strategy and the work that the BID Bunch is doing. Mike confirmed that the CBID is so much better as a result of the BID Bunch and the contract marketing team is working. Gary noted that the collaboration across disciplines is connecting everyone. Mike said it was important to ensure that such collaboration was deep and rich. Lori confirmed that there is full transparency with all members of the BID Bunch.

**Marketing - Kirstin's Maternity Leave:** CAO Cuming shared that there will be coverage for public relations during Kirstin's maternity leave so she is confident that momentum will not be lost.

### **Action Items**

**CBID Advisory Board Renewals:** A motion was made by Bram Winter and seconded by Gary Setting to confirm the renewals of Laila Fiege-Kollmann, Aaron Graves and Mike Hanchett. With no further discussion, these renewals were approved by a voice vote of the Advisory Board.

### **Local Fund Board Members**

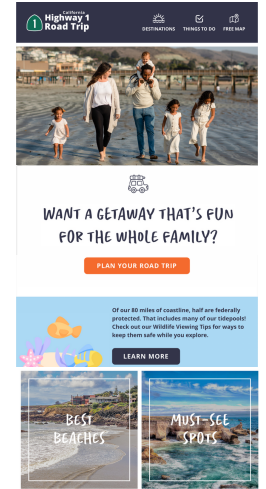
**Avila Beach - Golda Escalante (resigning), Mindy Hunter (new):** CAO Cuming shared Golda's resignation letter. The board discussed Mindy's application; Lori Ritchey said that she knows Mindy and shared her insights, including that she has a solid background in all aspects of lodging. A motion was made by Bram Winter and seconded by Mike Hanchett to accept Golda's resignation and approve Mindy's application. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

# FYE Review

## A YEAR OF TRANSITION

## FYE 22-23: A year of Transition

- In July 2022, we integrated GA4 onto the website with the vision of ensuring consistent year-over-year data for our reports.
- We transitioned to an advanced email marketing partner to elevate our technological capabilities and improve segmentation.
- Our PR Lead and LFA Admin have gracefully transitioned into retirement.
- We transitioned to our new url AND surpassed last year's figures, affirming our move as a positive step towards the future.



1,000,000 +

For the second year in a row, we achieved **over 1 million** in every discipline, **showing resilience in a year of transitions.**

1M WEBSITE SESSIONS

H1DR achieved a record-breaking milestone with over **1M sessions** and attracted **877k new users**, a **growth of 4.6% YoY.**

2.5M EMAIL RECIPIENTS

Distributed emails to **2.5 million recipients**. Resulting in **952k opens** and **40k clicks.**

12.2M SEO ORGANIC IMPRESSIONS

Despite a year-over-year **decrease in organic impressions** due to the URL change, we're on the right trajectory. The latter half of the fiscal year showed promising organic growth, with June seeing only an 11% decline.

61M PAID MEDIA IMPRESSIONS

We saw **61 million impressions**, and **over 1 million clicks!** **60% of all new visitors** came from paid media, or 528k new visitors.

1,000,000 +  
in ALL of our disciplines, despite transitions.

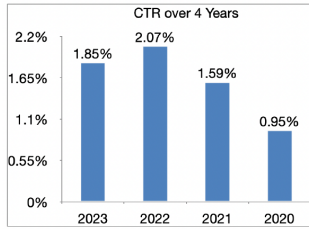
10.3M SEM IMPRESSIONS

**10.3 million Impressions** with **508,996 clicks.**

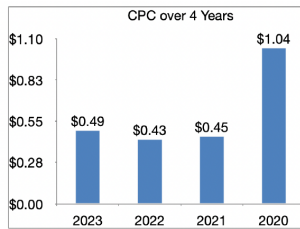
26M SOCIAL MEDIA IMPRESSIONS

Instagram and Facebook combined had nearly **26 million Impressions**, **1.3 million engagements**, and **1.2 million video views.**

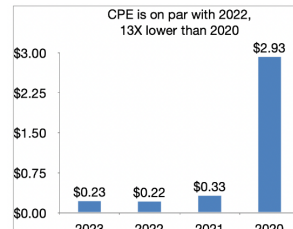
## Paid Media - A look back In time



Click-thru-rate (CTR) fell a bit overall last year, but still better than previous years and Cost Per Click (CPC) was similar.



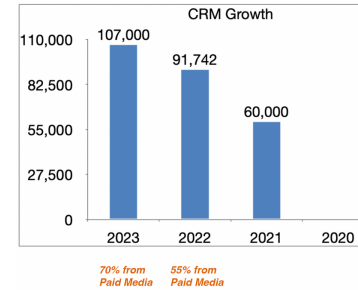
Engagements took off at over 2.4 million, boasting a Cost Per Engagement (CPE) that's 13x lower than 2020 and consistent with last year's performance.



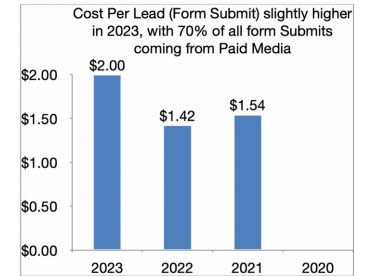
## First Party Data

200+

Utilizing our paid media strategies, we successfully channeled first-party data into the CBID CRM database, with an average of **over 200 leads daily**—twice the daily average from 2022 FY.



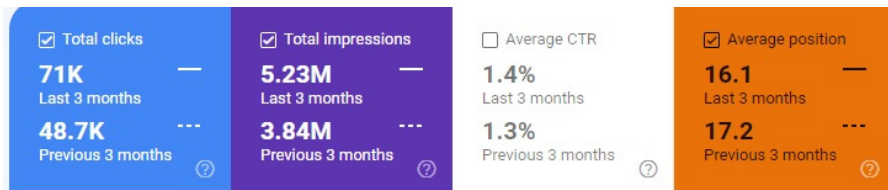
The number of sign ups originating from paid media **increased 15% YOY** to 107,000 in 2023.



While some months trended lower or matched 2022, **overall Cost Per Lead (CPL) went up to \$2.00** (vs \$1.42) due to overall increase in Video across tactics (Video is more expensive).

## Search Rankings & SEO

- Search rankings are fluid, shifting daily or weekly. Often, these results are influenced by seasonal trends, leading to continuous changes.
- Google Search Console **prioritizes the ranking of search queries** over **individual pages**, since pages can be found through multiple search queries.
- The graphic below illustrates the performance from the past 90 days, detailing impressions, clicks, click-thru-rate, and average position. Our initial average position hovered between the high 20s and low 30s. Our progress since then has been remarkable.



## Example

To showcase the intricate nature of search rankings, let's look at a specific page from our site: <https://highway1roadtrip.com/things-to-do/highway-1-scenic-drives-where-to-stop/>

In just one month, this single page appeared in search results for **over 1,000 different search terms**.

Here's how it ranks for three of those terms:

- Query: highway 1 scenic drive
  - Position: 1
- Query: hwy 1 road trip
  - Position: 3
- Query: best places to stop on highway 1
  - Position: 6

**400+ pages rank within the Top 3, based on over 1,000 distinct search queries.**

Now, imagine analyzing every page on our website this way -- **every single page will be in "Position 3 or better" for any given number of search queries.**





# Content Strategy

## STORY TELLING

The content strategy will focus on **storytelling**: Road trips are all about the journey; pivot our content to capture the experience of traveling on Highway 1 with the use of **vivid descriptions, photos, and videos to help readers visualize the scenery, attractions, and local culture.**

## CONTENT PILLARS

Our overarching **content pillars** will continue to focus on LFA Destinations, Highway 1 Route Information, Scenic Views, Things to Do, Outdoor Activities, Beaches, Family Friendly Activities, Accommodation Options, Food and Drink, Cultural and Historical Sites, user generated content via CrowdRiff, Local Events, Sustainability, Stewardship, and Travel Tips.

## UPDATE CONTENT

We will **update top performing pages** as well as create additional legs to these pages to support each LFA destination. The content created for Highway 1 road trip will be informative, engaging, and visually appealing.

**Our content strategy is not just a plan for creating and distributing content. It's a narrative that takes travelers on a journey towards discovering the best of Highway 1 and inspires them to embark on the ultimate road trip adventure.**

# Content Pillars

	MONTHLY CONTENT PILLARS					
	JULY - 4th of July	AUGUST - Golf Month	SEPTEMBER - California Wine & Surf Month	OCTOBER - Halloween	NOVEMBER - Thanksgiving	DECEMBER - Christmas/NYE
<b>VCA Theme</b>	**Family & Accessibility	Beaches & Outdoor Adventure	Wine, Wineries, Whale Migration and Surfing	Haunted Sites & Fall Colors	Shopping & Culinary (Food & Drink)	Holiday & Snow
<b>Road Trips/Scenic drives</b>	Information on the best scenic drives along Highway 1, including recommendations on the best viewpoints, and attractions to visit.	<b>Best Beaches:</b> promotion of best beaches, unknown beaches, hidden gems	<b>California Wine Month:</b> feature local wineries and vineyards, as well as wine-themed events. Highlight sustainable wineries. Feature growing wine region in CA, Coastal Wine Region, Wine Trails	<b>Fall foliage:</b> best spots to view fall foliage and enjoy the changing colors of the leaves.	<b>Thanksgiving celebrations:</b> Thanksgiving events and activities in the area, such as holiday parades, turkey trots, and special dining experiences.	<b>Holiday events and activities:</b> holiday-themed events and activities in the area, such as Christmas light display, holiday parades, and visits with Santa.
<b>Best Beaches:</b> promotion of best beaches, unknown beaches, hidden gems	<b>Outdoor adventures:</b> Feature hiking trails, swimming, kayaking, stand up paddle boarding, surfing, scenic drives, and other outdoor activities.	<b>Surfing:</b> best spots, conditions, what to expect etc.	<b>Harvest events:</b> Information about local events celebrating the harvest season, such as pumpkin patches, apple orchards, and wine tastings.	<b>Wildlife Viewing:</b> Birdwatching, Marine Wildlife, Monarch Butterflies	<b>Wildlife Viewing:</b> Birdwatching, Marine Wildlife, Monarch Butterflies	
<b>Family-friendly activities:</b> Hearst Castle, Elephant Seals, Whale Watch, Parks, Playgrounds, etc.	<b>Family-friendly activities:</b> Hearst Castle, Elephant Seals, Whale Watch, Parks, Playgrounds, etc.	<b>Outdoor activities:</b> surfing, hiking, biking, and fishing, highlight specific trails, parks, and fishing spots.	<b>Halloween events:</b> Information about local haunted houses, ghost tours, and other spooky events.	<b>Coastal scenery:</b> The coastal scenery along Highway 1 is breathtaking in November, highlight best viewpoints and scenic drives.	<b>Coastal scenery:</b> The coastal scenery along Highway 1 is breathtaking in November, highlight best viewpoints and scenic drives.	
<b>Outdoor Activities:</b> activities and attractions to experience along Highway 1, including hiking trails, beaches, scenic overlooks, state parks, and historic landmarks.	<b>Scenic drives:</b> Highway 1 is known for its scenic drives, so featuring specific routes and viewpoints could be a popular theme for visitors looking to explore the area by car.	<b>Whale watching:</b> September is a prime time for whale watching, showcase whale trail and the best places to spot whales along the coast.	<b>Local cuisine:</b> Highlighting the local cuisine, including seasonal specialties like pumpkin and apple dishes.	<b>Wine and food festivals:</b> Harvest on the Coast	<b>Shopping &amp; Markets:</b> Where to find unique gifts and souvenirs at local shops and markets.	
<b>Food and drink:</b> Best restaurants, cafes, and bars along the route, as well as information on local food specialties, such as seafood or wine.	<b>Golf Month:</b> Golf courses along Highway 1	<b>Food and drink:</b> With a focus on farm-to-table dining and craft beer and wine, featuring the local food and drink scene.	<b>Art and cultural shows:</b> Feature art and cultural events in the area, such as art walks, theater productions, and musical performances.	<b>Local cuisine:</b> Highlighting the local cuisine, including seasonal specialties like popovers, treats and holiday dinners, could be a popular theme for visitors looking to experience the local flavors.		
<b>Events:</b> Live music, farmers markets, fairs, and other celebrations.	<b>History and culture:</b> The area has a rich history and unique cultural attractions, such as historic landmarks, lighthouses, museums, and art galleries.	<b>Cultural events:</b> The area hosts many cultural events in the fall, such as art festivals and music concerts, which could be a popular theme for visitors.	<b>Outdoor activities:</b> Such as kayaking, biking, and fishing. Information about guided outdoor tours and equipment rentals.	<b>Shopping &amp; Markets:</b> Where to find unique gifts and souvenirs at local shops and markets.	<b>New Year's Eve celebrations:</b> New Year's Eve celebrations in the area, such as fireworks display, live music, and special dining experiences.	

# Key Dates for Content

	Q3-2023			Q4-2023		
	July	August (Golf Month)	September (Wine & Surf Month)	October	November	December
<b>New Highway 1 Road Trip brand assets</b>						
<b>VCA Monthly Theme</b>	**Family & Accessibility	Beaches & Outdoor Adventure	Wine, Wineries, and Surfing	Haunted Sites & Fall Colors	Shopping & Culinary (Food & Drink)	Holiday & Snow
<b>PAID MEDIA</b>	Google Keywords & Discovery		<b>PAID Campaigns: Small Towns, Big Experiences, Sept. 5-Nov. 15</b>			Only SEM
<b>HIRT Email Themes</b>	7/11 - Family Friendly Activities 7/26 - Beaches/Outdoor Adventure	8/8 - Golf courses along H1 8/23 - Wine Month	9/7 - Fall Campaign Launch 9/20 - Surf Month / Whale Migration Idea: Best time to see sunsets Fall sites / sunsets and whales <a href="#">Coastal Cleanup</a>	10/3 - Seasonal Fun Fall Festivities 10/18 -	11/1 - Things we are Thankful For 11/14 - National Hiking Day/Hiking Map 11/29 - Monarch Butterflies	
<b>Sustainability Content</b>		<b>Ex. Beach Cleanup Tips (Avila &amp; Cambria)</b>	Whale Migration - Whale Trail & Coastal Clean up (third weekend Sept) with new itinerary to focus Sept. 24th Sea Otter Awareness Week	Sustainable wine practices & <a href="#">Paddle Back in time</a>	Monarch butterfly viewing - <a href="#">stewardship wildlife tips</a> on how to best see them	Elephant Seals- learn about and protect - use wildlife viewing tips to best see them
<b>HLDLR Listicle Blog, include locals tips</b>	<a href="#">Family Friendly Fun Free Things to Do</a>	<a href="#">How to plan a golf getaway on a budget. Where to stay and play. Plug in golf courses in each LFA</a>	Small Towns. Big Wines.	Blog to support paid media campaign		
<b>PR Themes - Pitching 1 season ahead</b>	Fall - EV road trips, Harvest Season on the CC, Fall Events & Festivals, Best places to soak up Fall with the Family	Winter - Central Coast Holidays, Stop & See Wildlife, What's New 2024, Birding Stops on H1				Spring - Best spots for wildliflo tip, Thrill seeking

# Small Towns. *Big Experiences.*





## **Los Osos - Pandora Nash-Karner (renewal) and Curtis Armstrong**

**(renewal):** A motion was made by Laila Fiege-Kollmann and seconded by Bram Winter to approve the renewals. Mike asked about their participation levels and Gary confirmed that they are both active participants. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

## **Local Fund Area Applications**

**Cambria Art & Wine Festival:** Dick Clark said that he thinks it is a good event. Mike noted the off-season timing of the event and that his property gets reservations from it. Julie works directly to promote the event and that Cambria is well represented. A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$10,000 for the festival. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Cambria Skate Park Bathrooms:** Matt reviewed that the CCSD had raised \$625,000 of the \$1.2M project cost and that a grant award will be finalized. The request is for \$47,500 for restrooms, noting that their goal in asking for the support of these facilities would ensure a closer nexus to visitors within the overall Skatepark project. Julie noted the CCSD is the fiscal agent and appreciates their partnership of the last three years. It was noted that Santa Barbara and others are showing that attractions like skate parts draw tourism. The project has been endorsed by 22 professional skaters. CBID would have a plaque recognizing their support of the project. Bram asked if the County provided any funding and Julie confirmed that they had not, but there was a letter of support from Supervisor Gibson. There was disappointment expressed that the Beautification & Infrastructure Grants are no longer available. Mike commented that there was \$600,000 allocated in previous years from the County to SLO CAL and that is no longer being provided. The CBID represents the only jurisdiction that does not get annual funding support for tourism efforts. Julie said that she is so thankful for the private support received. Mike said that he is in awe of the work that has been done to bring this project to reality; public funding is so important, and transparency is key.

Bram pivoted the discussion to the specific request for funding for the bathrooms. Julie confirmed that Cambria Skate Day was approved by the CTB but not by the CBID due to the lack of nexus to tourism. Mike shared information on how and why that relationship is so important. Julie noted that 60% of the Vet's Hall Farmers Market attendees are visitors so public bathrooms are key. It was reviewed that the CCSD will manage and clean the bathrooms, which will be open from sunrise to sunset. The potential exists that as people use it as a stopover that it will generate future visitors. Julie pointed out that the EV charging stations will be moved to the front of the Vet's Hall parking lot. Bram asked if they will generate revenue and the CCSD confirmed they will cover costs. Bram noted that restroom accessibility is important to visitors, and they will often come into lodging properties. Dick pointed out that there has been no new infrastructure for kids since 1947. Laila reiterated

that the nexus to tourism is important. Julie said that the project will have to go out for RFP with the goal of being completed by 24|25 with \$300,000 allocated for park specific infrastructure.

A motion was made by Bram Winter and seconded by Laila Fiege-Kollmann to approve \$47,500 for the bathrooms. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Cambria Santa Rosa Schoolhouse & Education Center:** Doug reviewed the details of the project, including that all of his work is being done pro bono. There have been some project savings found so that the funding request is now half of what was originally requested, and the project is moving forward. It was noted that the jailhouse will also be relocated as part of the effort. Dick mentioned that the schoolhouse was moved four years ago and has a 50-year lease with the CCSD. Mike thanked the team for their work to make the community better. He inquired if the schoolhouse is open to the public and it was confirmed that it is not. It was confirmed that it has scheduled openings as many local schools visit. There is also a transferable water meter for future restroom possibilities. Doug provided additional construction and structural details; Dick shared specifics about policy and process.

Bram and Mike asked about the CTB funds and CAO Cuming confirmed that CTB had approved half of the amount using long-term capital reserve funds. Laila inquired about the connection to tourism since it will initially be open to school kids. It was said that the hope is to allow tourism access and Doug reminded the board that it will be there for parking and bus turnaround. Dick confirmed that the schoolhouse is being renovated; they want to promote the historic importance to tourists and encourage them to photograph the building. The Historical Society is responsible for maintaining the property. Laila asked for further clarification on the discussion that occurred at the CTB meeting. Doug noted that six acres of parking is used by tourists specifically for events, including event held at the B&B across the street. It was noted that tours, including docent-led, are planned for the future. Bram expressed that the funding is early for a project that is not ready to be opened to the public. Doug said the funds are about one-third of what is needed. Bram said there needs to be a firm plan of how this will be a tourist attraction. Mike confirmed that this connection needs to be clear. The CBID wants to see the project come to fruition as the plan is flushed out. Dick noted there will be a grant request presentation scheduled for later that day. He also expressed his appreciation of the CBID's role and due diligence; he indicated that they will return with a more complete plan.

**Avila Beach Cycle Central Coast sponsorship:** A motion was made by Bram Winter and seconded by Laila Kollmann to approve \$14,450 for the Cycle Central Coast sponsorship. With no further discussion, the motion passed by a unanimous voice vote.

**Cayucos SF Gate Paid Media:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$28,000 for the VAC Story Studio and email marketing program with SF Gate. Laila commented how happy she was that this was approved by the VAC as she is interested in seeing them invest additional money in marketing. With no further discussion, the motion passed by a unanimous voice vote.

**Other funding requests:** Requests approved by Gary Setting as they are under \$4,999 were: \$4,500 for the EV-AGV SLO Wine Collective partnership; \$1,000 for Los Osos Open Studios Tour; \$4,000 for Los Osos promotional tote bags; and \$2,500 for Los Osos Oktoberfest sponsorship.

### **Closing Comments**

Gary said that he appreciates the discussion that occurs at meetings, and he looks forward to serving as chair.

The board asked for re-evaluation of Beautification and Infrastructure grant opportunities with the County.

### **Future Agenda Items**

- LFA Bylaws - CAO Cuming confirmed review of the details of what was put into place in 2011. Tessa noted recent PRR and the need to review and assess LFA board terms and officer parameters.
- CAO Contract renewal

### **Adjournment**

The meeting was adjourned at 1:51pm



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

Board Meeting Minutes  
September 27, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Laila Kollmann, Gary Setting, Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia

Guests:

**Call to Order**

At 12:03pm

**Public Comment**

Tessa reviewed that Ron Crawford submitted a Public Records Act request regarding Pandora Nash-Karner's renewal to the VLOB board so it was removed from the Board of Supervisors agenda. She said that next steps will be confirmed once the issue is resolved.

Gary thanked Aaron for the new gavel. Aaron shared information about his new hotel in Paso Robles, The Ava, which is scheduled to open in 18 months.

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Laila Kollmann, Gary Setting, Aaron Graves and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the August 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Aaron Graves abstained.

**Financials:** Financials are reconciled through August. Items of note:

- General Fund and BID Bunch expense tracking report \$119,148 for August and \$239,691 YTD.
- YTD collected revenue is \$385,501 which is \$30,476 under budget.

- YTD expenses paid are \$239,691 which is \$111,040 under budget.
- Net income is \$80,563 more than anticipated.
- Overall cash increased by \$330,862 from June 30, 2023.

Tessa said that the Board of Supervisors are in discussions to raise the TOT. Aaron commented that sentiment among locals seems to be against an increase; possible that tax rate fatigue comes into play. The issue has been on the ballot 51 times statewide and has passed 48 times. CAO Cuming provided a Wine BID update for a Paso Wine and SLO Coast Collective partnership.

### **Administrator & Partner Updates:**

- Monthly agenda topics: The topics were presented by Gary for possible discussion items during 23|24 advisory board meetings.
- Conflict of interest: CAO Cuming followed up on questions related to the CTB's approval of the funding application for the Santa Rosa Schoolhouse. It was found that the Cambria Services District owns the property at 2800 Main Street. A lodging property owner located across the street may benefit from the parking for his venue, but it was determined that there is no conflict of interest.

### **Upcoming Events/Deadlines**

- Upcoming board meetings: October 25 and December 6 (combo November-December meeting)
- Ethics training: Bram and CAO Cuming have completed. Aaron's renewal is due 10/2023
- SLO CAL Destination Summit: Laila will attend and needs two tickets

### **Strategy/Ideation Topic**

### **Discussion Items**

**Marketing - SATW PR Outcomes:** CAO Cuming reviewed Kirstin's recap of the recent Society of American Travel Writers Media Mission. Although CBID was able to secure 16 deskside meetings, based on the cost to register and travel to attend, it was recommended that participation be every other year.

**CAO Recap & Contract Renewal:** CAO Cuming provided a presentation that included CBID organizational make-up, current scope, proposed process, evaluation outcomes, and results highlights. Gary reviewed DMO leader compensation analysis and sub-committee recommendations.

### **Action Items**

**CBID Contract Renewal:** Cheryl left room for Board discussion regarding renewal and terms

- Discussed CAO's performance
- Board discussed history of CBID and CAO agreements as well as the history behind the initial COLA included in the agreements starting in 2014
- Discussed the initial board request for Cheryl to do a compensation study regarding her position, noting the CBID total compensation for the CAO position is 36.39% lower than the average total comp of the seven DMO leaders surveyed
- Discussed if an increase was within CBID budget
- Reviewed different scenarios for contract renewal that might be in line with County



A motion was made by Bram Winter and seconded by Laila Kollmann to renew CAO's contract for 2 years with an initial 30% increase for year 1 and 10% increase for year 2; with the option to renew for 1 additional 2-year term with 10% increase annually; and to remove cell phone as an expense or reimbursable. With no further discussion, the renewal and the terms were approved by a unanimous voice vote of the CBID Advisory Board.

### **Local Fund Board Members**

**San Simeon - Paul Panchal (renewal):** A motion was made by Laila Kollmann and seconded by Aaron Graves to accept Paul's renewal. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Area Applications**

**Oceano & Nipomo Dana Adobe:** Dana Adobe submitted a request to extend the project completion date to June 30, 2024, while they are in the process of hiring a new Executive Director. They also want to shift budget from signage and installation to purchase of heritage trees.

A motion was made by Bram Winter and seconded by Mike Hanchett to approve the changes to the application; no change made to the approved \$4,900 cost. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Closing Comments**

None

### **Future Agenda Items**

- LFA Bylaws - CAO Cuming confirmed that she is working with the LFAs to create a single set of overarching bylaws. Areas of focus include board and officer terms. It is anticipated that these will be ready for discussion in December.
- New policies - Tessa noted the need to create an overall policy for the marketing contracts, as well as revisit current policies to ensure all bases are covered. Tessa and CAO Cuming are working to create a draft for review at a future meeting.

### **Adjournment**

The meeting was adjourned at 2:13pm



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

Board Meeting Minutes  
October 25, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Bram Winter, Mike Hanchett, Gary Setting, Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia, Laila Kollmann

Guests:

**Call to Order**

At 12:12pm

**Public Comment**

Mike said that he heard that Highway 1 is a couple of months of dry weather away from re-opening to two lanes.

**Presentations**

None

**Administrative Items**

**Roll Call:** Bram Winter, Gary Setting, Aaron Graves and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Aaron Graves to approve the September 27 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** Financials are reconciled through September. Items of note:

- General Fund and BID Bunch expense tracking report \$115,901; YTD is \$355,593.
- YTD collected revenue is \$514,604 which is \$44,797 under budget.
- YTD expenses paid are \$355,593 which is \$170,503 under budget.
- Net income is \$125,706 more than anticipated.
- Overall cash increased by \$493,215 from June 30, 2023.

Mike noted that the \$44k decrease represents a decrease of \$2.2M in room revenue.

### **Administrator & Partner Updates:**

- CAO Cuming reviewed the article featured in The Smithsonian as a result of PR efforts.

### **Upcoming Events/Deadlines**

- Upcoming board meetings: December 6 (combo November-December meeting) & January 24, 2024

### **Strategy/Ideation Topic**

**Beautification & Infrastructure Projects:** CAO Cuming reviewed the list of previously approved items, which included \$336,972 in funding across 55 projects. Gary Setting said that he likes that the CBID maintains a list to keep track of the projects. Mike Hanchett noted the importance of projects like these in San Simeon, including the gateway signage. Aaron Graves said that he likes showing the deeper connection between tourism and the residential impact. The board appreciates that there is a funding source in these small towns. Gary noted that Highway 1 Road Trip and certain projects really supports the importance of this stretch of the highway with projects like the Whale Trail and the Monarch Butterfly Trail. Mike asked about building goodwill in the community via SLO CAL advocacy and sustainability efforts. CAO Cuming noted that we will determine how to better incorporate into the Travel for Good strategy.

### **Discussion Items**

**Marketing - Roll-Up Report:** CAO Cuming reviewed the September Roll-Up Report.

### **Action Items**

**CBID Contract Renewal:** Tessa reviewed the renewal summary she prepared and plans to walk with CAO and supervisors. She wanted to confirm that the summary is factual and historically accurate. Gary said that he would focus on progress, growth, and success - the performance results. Aaron noted that the last bullet in the summary places the onus on the CBID to measure the value of the results.

Bram withdrew his previous motion as reflected in the September minutes. A motion was made by Bram Winter, and seconded by Mike Hanchett, to approve a one-year contract with a 15% increase based on performance, growth and equity; and additionally, to keep annual COLA intact with options to renew for an additional one-year term at the discretion of CBID Advisory Board and County Administrative Officer. There was discussion regarding the reimbursable expenses and agreed to continue with exclusion of cell phone expenses. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund Board Members**

None

### **Local Fund Area Applications**

**Cambria & San Simeon Blendfest:** A motion was made by Bram Winter and seconded by Aaron Graves to approve \$10,000 each for Cambria and San Simeon. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Closing Comments**

None

### **Future Agenda Items**

- H1RT Research Outcomes & Brand Direction
- LFA Bylaws
- CBID and LFA Policy Updates

### **Adjournment**

The meeting was adjourned at 2:17pm



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

Board Meeting Minutes  
December 6, 2023, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

CBID Board Members Present: Mike Hanchett, Gary Setting, Aaron Graves, Laila Kollmann  
County Liaison: CAO Cheryl Cuming, Tessa Cornejo  
Absent: Matt Masia, Bram Winter  
Guests: Melissa Kurry, VAC. Lisa Belsanti, SLO CAL

**Call to Order**

At 12:12pm

**Public Comment**

Melissa Kurry was introduced to the board. Lisa Belsanti was introduced in her new role as SLO CAL's PR Director. Laila thanked Tessa for her work to support the contract renewal process.

**Presentations**

None

**Administrative Items**

**Roll Call:** Laila Kollmann, Gary Setting, Aaron Graves and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the October 25 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** Financials are reconciled through October. Items of note:

- General Fund and BID Bunch expense tracking report \$129,375; YTD is \$484,988.
- YTD collected revenue is \$640,379 which is \$52,352 under budget.
- YTD expenses paid are \$484,988 which is \$216,473 under budget.
- Net income is \$163,121 more than anticipated.
- Overall cash increased by \$385,911 from June 30, 2023.

Mike noted there are carryforward funds to address times of softness. CAO Cuming said that we may want to consider a re-forecast in early 2024.

## **Administrator & Partner Updates:**

- CAO Cuming attended the Visit CA and SLO CAL Highway 1 Closure Roundtable: Goal of the event was to share information and the engineering and economic challenges of the closures. Key points included:
  - Re-opening date is undetermined; Caltrans working on best-case-scenario based on favorable winter weather (updated forecast is Spring 2024 pending weather)
  - Caltrans said “ideal conditions” still amount to months of work since the slide continues to move; they are working 7 days a week during all daylight hours
  - Area businesses stressed the need for a date to help them plan staffing needs
  - Since 2016, Caltrans has spent \$315 million on emergency work in the Big Sur area; long term fixes have survived subsequent rainy seasons
  - At Paul’s Slide, Caltrans has researched solutions including bridges, viaducts, bypasses or tunnels and none have been found viable so active management remains the approach.

Visit California will be releasing a review of the economic impacts on tourism businesses and employees. The plan is to continue working across all levels of government to seek solutions.

Mike expressed an interest in learning more about the active dump sites. CAO Cuming said that Caltrans hopes for a summer opening and that goal has been moved up to Spring 2024.

- CAO Contract Renewal: Tessa confirmed that the Board of Supervisors approved the renewal on consent agenda at the 11/28 meeting.

## **Upcoming Events/Deadlines**

- 2024 board meeting dates: January 24, February 28, March 27, April 24, May 22, June 26, July 24, August 28, September 25, October 23 and December 4

## **Strategy/Ideation Topic**

**None**

## **Discussion Items**

**Marketing - Roll-Up Report:** The mid-year roll-up report will be provided at the January meeting. CAO Cuming shared a copy of the local fund area monthly stat report to ensure that the board was aware of what is being shared and reported. She also reviewed the January/February wildlife campaign details and creative.

## **Action Items**

### **Local Fund Board Members**

**Cayucos:** A motion was made by Mike Hanchett and seconded by Aaron Graves to accept the resignation of Melissa Kurry. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Area Applications**

**None**

**CBID Board Application - Melissa Kurry:** Melissa shared her history and how her involvement started in 2011 with the Visitor Alliance of Cayucos, expanding to become the VLOB admin. She transitioned to the VAC board and now as a VR management company owner is interested in getting involved with the CBID Board. Gary said that he is excited as his past experience with Melissa on the VLOB board was always professional. Mike said he appreciates Melissa's role in the vacation rental industry.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to accept Melissa Kurry's CBID Board application. Tessa noted that this item will now go to the County BOS for approval. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**H1RT Research Outcomes & Board Direction:** CAO Cuming referenced the Sunshine & Bourbon brand development creative brief included in the packet and noted that the goal is to share concepts at the January meeting. Aaron was involved in the initial creation of SLO CAL's Life's Too Beautiful to Rush, and supports our goal to create a complimentary brand position. The board noted that they like that the creative brief calls out what H1RT is not. The CBID Advisory board agreed with the direction so far and is excited to hear more details. CAO Cuming noted her appreciation for the support of Lori Keller throughout the process.

#### **Closing Comments**

None

#### **Future Agenda Items**

- Mid-Year Roll-Up Report
- Western Monarch Trail update from CCSPA
- Brand concepts
- Bylaws: Tessa shared that bylaw and policy updates are anticipated before the end of the fiscal year; this will include a discussion of how the RFP process may change.

#### **Adjournment**

The meeting was adjourned at 1:11pm