



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

Board Meeting Minutes  
January 24, 2024, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

CBID Board Members Present: Mike Hanchett, Gary Setting, Bram Winter, Melissa Kurry  
County Liaison: CAO Cheryl Cuming  
Absent: Matt Masia, Laila Kollmann, Aaron Graves  
Guests: Lori Keller, Lori Ritchey, Lisa Belanti of SLO CAL, Kristin Howland from CCSPA, Steve Kniffen. Zoom: Nilesh Patel, Jessica & Keith Ireland from Sunshine & Bourbon

**Call to Order**

At 12:03pm

**Public Comment**

None

**Presentations**

Kristin Howland from Central Coast State Parks Association (CCSPA) shared information about the installation of five (5) Western Monarch Trail signs and the role of CCSPA and transition of program to Xerces Society. Installed signs include: Nipomo on County Parks property, the Los Osos Preserve near Sea Pines, Hearst San Simeon State Beach at the entrance to the pier (bilingual English and Spanish). The Avila Barn sign has been delayed due to flooding, so it's rescheduled for spring; and Cambria is awaiting the chamber to install sometime in February 2024. Recent media coverage includes National Geographic, thanks to the H1RT public relations team.

**Administrative Items**

**Roll Call:** Gary Setting, Melissa Kurry, Bram Winter and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the December 6 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Bram Winter and Melissa Kurry abstained.

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

- General Fund and BID Bunch expense tracking report \$91,213; YTD is \$725,980.
- YTD collected revenue is \$857,600 which is \$89,770 under budget.

- YTD expenses paid are \$725,980 which is \$326,211 under budget.
- Net income is \$236,400 more than budgeted YTD.
- Overall cash increased by \$340,545 from June 30, 2023.

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

- SLO CAL: Lisa said that SLO CAL is forging ahead with the nomenclature project and Gary is the star! There is a heavy emphasis on paid media in key markets. They are also hosting the SLO CAL Open surf contest.

#### **Upcoming Events/Deadlines**

- Board meetings: February 28 and March 27
- Form 700 due by 4/2

#### **Strategy/Ideation Topic**

**H1 Brand Evolution:** Keith, Jessica and Nilesh presented via Zoom the brand approaches for H1RT that complement the SLO CAL “Life Is Too Beautiful To Rush” brand. Board comments following the brand promise presentation included Bram stating that “Fast Can Wait” is his initial preference. Gary mentioned “Coasting Along” vs “Slowing Down” since the area is more than just the coast and likes how “Just Coast” created a relaxed vibe. Melissa felt the “Fast Can Wait” paired well with SLO CAL. Mike questioned the “Just Coast” ambiguity and how well it would represent non-coastal areas. CAO noted that H1RT name is not limited to destinations on H1, including Edna Valley, AG Valley, Los Osos and Nipomo, and we could consider our region as coastal based on its proximity to the Coast. There was discussion around how H1 can fly in formation with SLO CAL’s County brand and the emphasis on the pillars of People, Pace, and Place. Some board members expressed concern that “Fast Can Wait” may be too similar to SLO CAL’s brand, and that “Just Coast” does fit nicely under their brand. A discussion around how “Just Coast” creates more of a connection to our area, while “Fast Can Wait” could represent other destinations and may not differentiate us enough.

Mike inquired about getting consumer feedback. Jessica said that focus groups are an option for qualitative and leveraging an email database provides quantitative feedback. Lori Keller suggested paid social as an option. Jessica reminded the board that brands are authentic as they represent the soul of a place. Lisa offered to share SLO CAL’s research on Life Is Too Beautiful To Rush. Mike asked about the scalability of both options and Keith confirmed they are workable. CAO Cuming will present the options to Laila and Aaron to get their feedback (note: concluded that “Just Coast” was the clear choice for both Laila and Aaron).

#### **Discussion Items**

**Marketing - Roll-Up Report:** Lori Ritchey presented the mid-year report. The SEO report reflected that ranking was down 17%; in post-meeting review it was determined that this metric is misleading and a decrease actually represents an improvement in ranking.

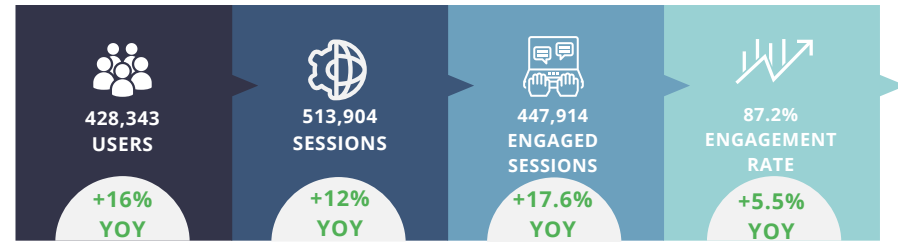
# Highway 1 Road Trip

## MID YEAR REPORT

JULY 1 - DECEMBER 31, 2023

## Website Performance

- H1RT has **recovered from the URL change**.
- Between July and December, the H1RT website saw a **16% rise in user numbers** compared to the same period last year, **surpassing half a million sessions**. This shows **more people visited the site**, and **more users came back repeatedly**, indicating **growing interest** and **engagement with the site**.



## SEO Summary

	Users	Sessions
114,258	145,182	
vs. 73,980	vs. 97,606	
↑ 54.44%	↑ 48.74%	
1 Organic Search		
Jul 1 - Dec 31, 2023	114,258	145,182
Jul 1 - Dec 31, 2022	73,980	97,606
% change	54.44%	48.74%

◀ **Year-over-year Organic Traffic for the mid-year period was up 54% for Users and 48% in Sessions.**  
54% increase in organic search traffic is a huge win!!

Top pages	Clicks	Impressions
https://highway1roadtrip.com/things-to-do/highway-1-scenic-drives-where-to-stop/	9,976	455,071
https://highway1roadtrip.com/things-to-do/best-restaurants-in-cambria/	3,032	120,435
https://highway1roadtrip.com/things-to-do/moonstone-beach-cambria/	2,081	113,780
https://highway1roadtrip.com/things-to-do/elephant-seals-san-simeon/	1,978	138,610
https://highway1roadtrip.com/things-to-do/best-restaurants-in-san-luis-obispo/	1,928	160,163
https://highway1roadtrip.com/things-to-do/dining-on-highway-1/	1,905	54,395
https://highway1roadtrip.com/things-to-do/montana-de-oro-state-park/	1,716	110,793
https://www.highway1roadtrip.com/things-to-do/highway-1-scenic-drives-where-to-stop/	1,662	94,352
https://highway1roadtrip.com/things-to-do/biking-pacific-coast-highway-1/	1,634	36,894
https://highway1roadtrip.com/	1,627	100,275

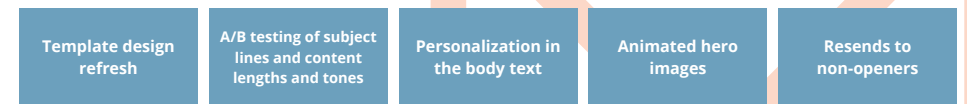
▶ **We continue to see strong Organic Traffic from the dining pages carving out a whole new share of organic traffic is a big win!**

This shows there is opportunity to capture awareness in areas that are complementary to our activities/destinations/events. These dining focused pages all are in our top 10 for capturing organic search traffic.

## Email Summary

Overall, our strategies for email content have consistently **increased open** and **click through rates** and **decreased the unsubscribe rate**.

### CONTENT ENHANCEMENTS MADE SINCE JULY:



Built a **new modular template** to be used for automations and other ad-hoc sends (like the survey email in progress). January's plans are to get that in place for existing automations and start using the **interest categories to start doing some targeted content**.

# Paid Media AT A GLANCE BY CHANNEL...

## TOP PERFORMERS

Facebook and SEM continue to be our **strongest media**, generating the **highest impressions, clicks and driving engagement and conversions.**



## PAID EMAIL

Paid email opportunities have been strong in both **CTR** and backend metrics like **time on site.**



## SEM

generated the **most clicks** and the **highest overall CTR rate (3.23%)** with some campaigns as high as 17% (Avila Dynamic Search).



## NATIVE

Drives **engaged users** to H1RT.com



## VIDEO

Video formats continue to drive the **lowest CPE at \$0.06 cents.**



## RETARGETING

Although not winning at any metrics, continues to be an **important workhorse.**



# Paid Media VIDEO INSIGHTS

## YOUTUBE

We delivered a whopping **2 million impressions with YouTube.** This along with the **154K full-video views** and **31K clicks** makes video a major mover for 2024.



## CTV

We continued our CTV program with Amazon. By adding QR codes to video ads shown on TV screens we were able to pull viewers to the website. For the Fall campaign, the UTM codes from CTV captured **407 views, 122 sessions** and **55 new users.** This is on top of a **97% completion rates** for **:30 second videos** showcasing the beautiful imagery of highway 1.



## SPOTIFY

:30 video ads on Spotify are seeing **0.81% CTR, 89% completion rates, and 95% engagement rates.** These are really good numbers for Spotify - we think its combination of beautiful creative and an engaging medium where people aren't overwhelmed with video ads.

The Spotify video ads only appear when the user is actively engaging with the app so they are sure to see it and since everyone using Spotify will have sound on, we can be sure they are going to hear the message too!

# Paid Media NEW AD FORMATS IN SOCIAL

## LA TIMES HANDSHAKE AD

**Top Conversions:** Ranked **5th in conversions** and **highest CTR at around 5%.**

**Cost-Effective:** CPC's have been **low at \$0.21** and **CPE at \$0.25**, making every penny count.

**Massive Reach:** **22k new users** and **3,137 individuals exploring 4+ pages**, harnessing the LA Times name for strong engagement.

**High Engagement:** An outstanding **89% engagement rate** (site avg. 86%) ensures our message resonates.

**Precision Targeting:** While not limited to LAT followers, a **Handshake ad allows precise targeting, leveraging the LA Times name for impact.**



## FB COLLECTION AD

**New Unit:** focused on **driving Map download.** Great overall results but CPL is a higher than average.

**Reach:** **215k impressions, 9k clicks at 4% open rate** (Higher than last month) and **low CPC at \$.18 cents** (on low spend of \$1600). **875 new users.** 38% (336 folks) checked 4+ Pages.

**Cost Effective:** Super low **Cost Per Engagement at \$.02 cents.** Drove **174 map downloads.**

**Engagement:** **45 second avg. engagement time** (site is avg. is :58).



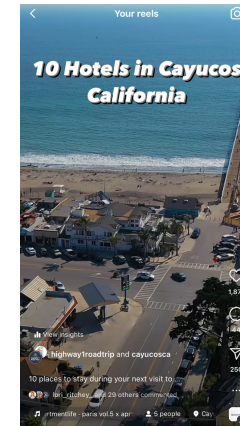
# Social + Video / Photography



Transitioning to raw footage has really enhanced our social media efforts. As we are revisiting communities we are **shooting video at lodging properties** highlighting where it is within the community, views, etc.



The footage from lodging has allowed us to **collaborate with LFAs to maximize exposure and reach, while highlighting lodging.**



Reel insights	
Views	42,506
Reactions	1,871
Comments	44
Shares	250
Saves	525
<b>Overview</b>	
Accounts reached	29,884
Reel interactions	2,687
<b>Reach</b>	
Accounts reached	29,884
Followers	13,254
Non-followers	16,630
<b>Plays</b>	
Plays	41,992
Initial plays	31,618
Replays	10,374
Watch time	77 hr 33 min 41 sec
Average watch time	8 sec



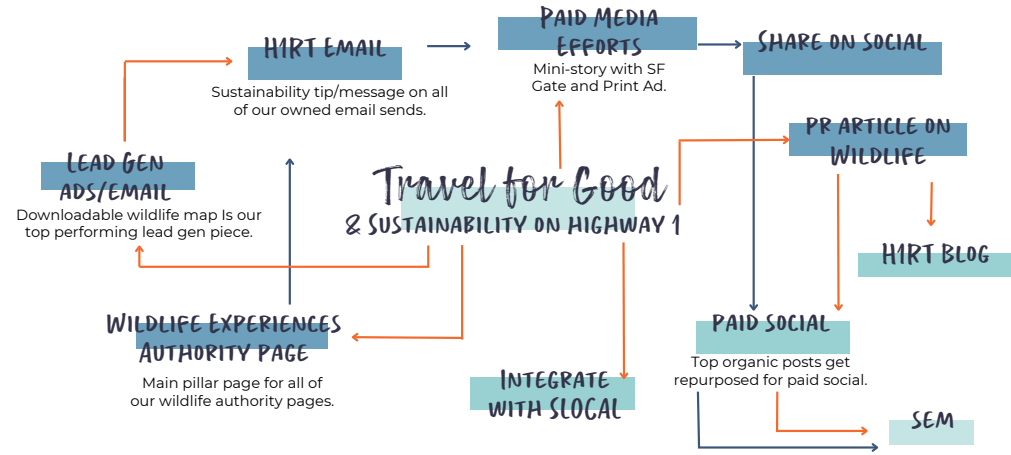
# Public Relations Efforts

The collage features various media outlets and articles:

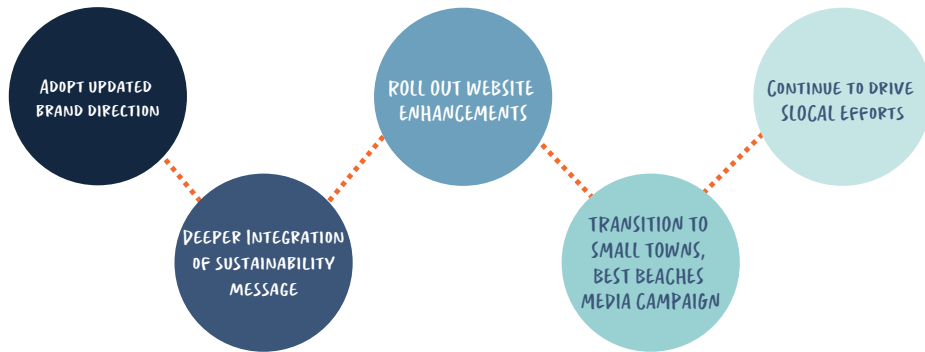
- The Seattle Times:** "Mount Rainier has reopened. Make it the starting point for a season of a local Highway 1 road trip."
- InsideHook:** "Cabin House" and "TRAVEL+LEISURE"
- USA TODAY 10Best:** "Cambria Seascrow Festival in California | October 1-31"
- Fodor's Travel:** "Ragged Point Restaurant" and "Butt Out the Binoculars for This Wildlife-Fueled California Adventure"
- Hemispheres Navigator:** "The West Wind"
- Sunset:** "How to Forge Your Own Network, with a Little Help from Our Friends"
- Westways:** "Sunset on the Coast"
- Thrillist:** "Ragged Point Restaurant"

**24 ARTICLES TO DATE**  
**3 DIRECT LINKS TO HIRT.COM**

# Travel for Good Integration



# What's Next?



Questions?

## **Action Items**

### **Mid Year Budget Direction**

CAO confirmed that there is a net change in the budget of (\$88,351.11), which accounts for the reduction in revenue. This reduction will not impact the current budgeted expenses, but comes from the contingency accumulated in prior years, which was built from excess net revenue. Anticipated net carryforward at year end is \$373k. Bram supports the recommendation not to cut spending. Mike agreed saying that he wants to continue to invest, and the contingency exists for this scenario. Gary supported a review of overlaps in marketing that aren't delivering strong results as an area to reassess. Lori Keller mentioned European travelers are down, and Mike confirmed that the extended Highway 1 road closure is really impacting the north coast.

CAO Cuming reviewed LFA monies with Avila Beach and Los Osos being flat, Cambria, Cayucos and San Simeon are down, and O/N and Edna/Arroyo Grande Valley are up. Lori Keller noted the opportunity to expand group business at Hearst Castle.

A motion was made by Bram Winter and seconded by Mike Hanchett to continue to invest as planned and use the \$100,000 of contingency funds to account for assessment shortfalls to ensure expenses are met. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Board Members**

**Avila Beach:** A motion was made by Mike Hanchett and seconded by Bram Winter to accept Chris Oh's application to the Avila Beach local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Area Applications**

None

### **Closing Comments**

None

### **Future Agenda Items**

- LFA Bylaws
- CBID and LFA policy updates

### **Adjournment**

The meeting was adjourned at 1:54pm



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

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

**DRAFT UNTIL APPROVED**

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Matt Masia, Aaron Graves

Guests: Mayla Lohne & Aleigh Hogan, SLO CAL

**Call to Order**

At 12:03pm

**Public Comment**

Aleigh and Mayla from SLO CAL were introduced

**Presentations**

None

**Strategy/Ideation Topic**

CAO Cuming provided an overview of the branding, brand promise and logo development process and introduced Keith and Jessica from Sunshine & Bourbon. They walked through the 2 final options for the brand promise and shared optional logo designs.

Laila said that "Fast Can Wait" doesn't connect as much as "Just Coast". Mike said that his concerns he shared at last month's CBID meeting about "Just Coast" were no longer an issue and Bram agreed. Melissa said that her preference is "Just Coast" and Gary agreed that he liked it. The board agreed to move forward with "Just Coast" as the preferred brand promise.

Keith shared some initial Highway 1 Road Trip logo concepts. In Option A, the California graphic is not obvious; Laila and Melissa agreed that CA is probably not needed and Mike said he would not select this option. For Option B, Bram said this was his preferred option and the board was in agreement. With Option C, Melissa and Gary were not fond of the design, but Mike said he liked it in association with the brand promise. Gary asked if there were any challenges to incorporating the brand promise and Keith assured that they can make any option work. The

board agreed to move forward with Option B; CAO Cuming will work with Sunshine & Bourbon on developing a color palette.

### **Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Bram Winter to approve the January 24 minutes with an edit that Tessa Cornejo was not present. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann abstained.

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

- General Fund and BID Bunch expense tracking report \$93,968; YTD is \$819,948.
- YTD collected revenue is \$965,968 which is \$78,251 under budget.
- YTD expenses paid are \$819,948 which is \$325,580 under budget.
- Net income is \$316,859 more than budgeted YTD.
- Overall cash increased by \$351,505 from June 30, 2023.

LFA financials for January 2024 were reversing the soft revenue trend, with the exception of San Simeon due to the ongoing closure of H1.

For July 2023 through January 2024, local funds reported:

- Avila Beach \$188k vs \$192k or -2%
- Edna & AG Valleys \$49k vs \$55k or +12%
- Cambria \$353k vs 389k or -7%
- Cayucos \$132k vs \$135k or +2%
- Los Osos \$39k vs \$39k or flat
- Oceano & Nipomo \$56k vs \$57k or flat
- San Simeon \$141k vs \$167k or -18%

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

- Mike provided an update on Highway 1 that Caltrans is working on the Dolan and Regent's slides.
- Tessa reviewed the sequence of events timeline for the CBID renewal:
  - April 9, 2024: Resolution of Intention & Ordering Notice of Public Hearing to be mailed
  - April 9-15, 2024: Mail notice of public meeting
  - May 14, 2024: Public meeting
  - July 1, 2024: Tourism assessment collection continues
- SLO will be represented in an upcoming Central CA Coast Monopoly board game. SLO CAL wants to ensure Highway 1 Road Trip is represented; it is being pitched as one of the four railroad spaces with a transportation angle.

### **Upcoming Events/Deadlines**

- Board meetings: March 27 and April 24
- Form 700 due by 4/2
- State of the County scheduled for 4/11 and CAO Cuming will confirm who can attend

## **Discussion Items**

**Tourism Trends:** CAO Cuming reviewed the 2024 tourism trends, including California travel and tourism; trends to watch in 2024 noting a 5% increase in leisure travel despite rising costs, increased interest in cultural exploration, improvements in meetings business.

**2024 | 2025 Plan Key Deliverables:** CAO Cuming reviewed the dates for key deliverables around the new fiscal year Marketing Plan and preparation of the Year End report:

- February & March: Year-End Report prep; discussion of high-level approach; discussion with Lori Keller and Lori Ritchey to determine overall marketing approach, including LFA imperatives and feedback from BID Bunch related to future planning
- April: draft budget; submit Year-End Report to County
- May: marketing plan and final budget
- June: paid media FY direction; LFA budgets finalized and approved

**Marketing Roll-Up Report:** CAO Cuming noted the H1RT website is pacing at a much greater rate than prior year, reaching almost 1 million sessions. CAO reviewed the roll-up report with items of note including for the period January 2023 through January 2024, the Wildlife campaign far exceeded the previous Fall/Winter campaign. There was a quality-user surge with 71% of all new visitors coming from paid media (115k), accounting for growth exceeding the combined total of the previous six months. Paid media represented 65% of all conversions and engagements were 956k for January 2024, compared to 147k in January 2023. There were 7,400 map downloads in January, which was 6X higher than prior year. Retargeting success included 15k conversions and 373k engagements.

## **Action Items**

### **Local Fund Board Members**

**Cambria:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to renew George Marschall to the Cambria Tourism local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Bram Winter abstained.

**Los Osos:** A motion was made by Bram Winter and seconded by Laila Kollmann to renew Jamie Wallace to the Los Osos | Baywood local fund area board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Local Fund Area Applications**

**Cambria:** CAO Cuming reviewed the funding application for the Arthritis Coast Classic Bike Ride. Mike noted the past discussions that the board has had on funding this request. A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$10,000 for the event. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Bram Winter abstained.

**Closing Comments** None

### **Future Agenda Items**

- LFA Board member renewal, EV/AGV Jena Wilson
- LFA Bylaws and CBID and LFA policy updates

## **Adjournment**

The meeting was adjourned at 1:05pm



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

Board Meeting Minutes  
March 27, 2024, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

CBID Board Members Present: Mike Hanchett, Gary Setting, Bram Winter, Melissa Kurry, Laila Kollmann, Aaron Graves  
County Liaison: CAO Cheryl Cuming, Tessa Cornejo  
Absent: Matt Masia  
Guests: Mayla Lohne, SLO CAL; Lori Keller, Bruce the Dog

**Call to Order**

At 12:05pm

**Public Comment**

CAO Cuming announced that Matt Masia plans to attend the April meeting.

Laila said that the Highway 1 signage is confusing, and Mike shared that several attempts have been made over the years to ask CalTrans to make it clearer.

**Presentations**

None

**Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the February 28 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 February. Items of note:

- General Fund and BID Bunch expense tracking report \$102,205; YTD is \$922,153.
- YTD collected revenue is \$1,036,677 which is \$73,644 under budget.
- YTD expenses paid are \$922,153 which is \$460,629 under budget.
- Net income is \$386,984 more than budgeted YTD.
- Overall cash increased by \$325,846 from June 30, 2023.

There was a \$1.5M budget re-forecast presented. Key items include that the trend for year-end is around \$1.42M. CBID previously supported supplementing the shortfall with approximately \$100,000 from contingency, and CAO Cuming shared that about \$60,000 is possible in potential expense savings, which leaves a \$40,000 shortfall. Mike said that March is looking good and he is seeing an uptick for spring. Aaron noted that Atascadero has been down 20% according to STR.

CAO Cuming shared a new opportunity to contract on a project with Matthew, owner of Whereabout. The CBID supported this opportunity.

CAO Cuming shared that the BOS was seeking approval of \$100,000 in funding to survey a future ballot measure to increase TOT by 3%. The funding did not receive the majority vote needed from the BOS. Laila said that she watched the video of the meeting and TOT was noted as a “financials savior” for the County. It was noted that Supervisor Legg noted that the potential increase will come back before the BOS in the next two years, and that Supervisor Gibson was in support of the survey.

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

SLO CAL has announced that Chuck Davison is moving on; he had been with SLO CAL since 2015. CAO Cuming said that the recent Marketing Retreat was well done. Aaron said that he is excited about the evolution at SLO CAL, and noted that Cathy Cartier is stepping in as interim CEO. She has been with the organization for three years. Melissa inquired about the interim timeframe.

#### **Upcoming Events/Deadlines**

- Board meetings: April 24 and May 22
- Form 700 due by 4/2
- CBID Renewal dates at BOS: ROI 4/9 and public meeting on 5/14

#### **Strategy/Ideation Topic**

##### **24 | 25 Marketing Plan Direction:**

Lori Keller reviewed a presentation that outlined the Big Ideas as we head into the new fiscal year.



# Highway 1 Road Trip

**BIG IDEAS FOR 2024-25**

COUPLED WITH A LOT OF CONTINUOUS  
IMPROVEMENT/FINE TUNING

## Background

*"The Bid Bunch Team has done a phenomenal job of **evolving H1RT**. Nowhere else will you find a more robust collection of information about anything from elephant seals to Valencia Peak than H1RT, that's for sure.*

*This last year, my role transitioned slightly to include more campaign and email work, as opposed to more site-specific writing. It has been eye-opening to **operate at a broader level** with campaign goals, and to help **integrate messaging** across a wide variety of media. I am **encouraged by the changes the organization has made**, and by **how they're being received...**"*

## The Big Things

## New Branding Integration

- **Innovate Our Creative Direction:** Create fresh, bold concepts that resonate with our target audience.
- **Add New Creative Director:** Focused as a springboard position to direct the creativity within our team as we're looking for everyone to add their inspiration to further tell our story.
- **Establish Brand Guidelines:** Create comprehensive brand guidelines that cover all aspects of our visual and verbal identity to provide a consistent framework for all our communications and creative endeavors.
- **Curation of assets with video and video shorts:** With video offering an opportunity to tell our unique story in a much richer way, our content creation focus changes from our current scope.



# Measuring Our Success

## BRAND LIFT STUDY:

Investigate **economical** methods to create a baseline and then follow up with another study in 12-18 months to measure the impact of our new branding efforts

## ARRIVALS TECHNOLOGY:

Continue to look for **Arrivals technology** that works for us (stay length/affordability)

## SURVEY OUR DATABASE:

Developed and deployed a two-pronged **survey of our database** based upon whether or not the potential visitor had downloaded a map to get an understanding for **the benefit of maps related to travel intent**

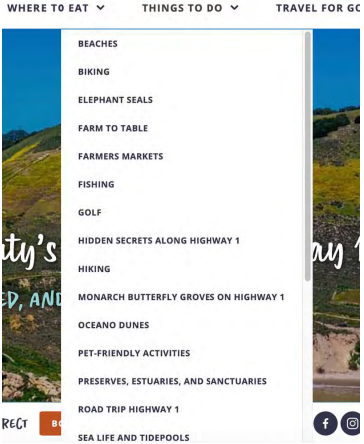
# Website Usability from a User's Perspective



Content is primarily **optimized for search engines**, resulting in our website's organization and **navigability falling short**. This makes it difficult for users to locate and access information efficiently.



**Rebuilding the infrastructure** of the website with the focus being to **improve the user experience** with improved navigation, a superior interactive mapping platform, and a revamp of the listings pages to provide more curated results to users rather than the firehose of data.



# Fine Tune "New" Technology

## TECHNOLOGY SHIFTS PROVIDE BOTH CHALLENGES AND OPPORTUNITIES:



**Use of First Party Data:** Our growing database (and from our partners) combined with AI to model look-a-like audiences in testing that has proven to be very effective

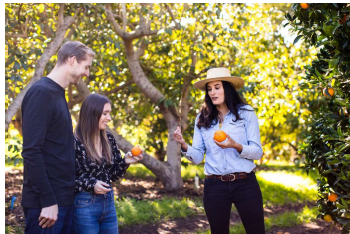
**Optimizing Strategies in Real Time:** Google Ads employ machine learning to optimize campaigns based on click-through rates and landing page behavior to **improve ad targeting**. In testing, AI targeting is a significant improvement over traditional methods.



**Campaign Performance:** AI and machine learning will be utilized to analyze campaign performance data, offering **insights and recommendations for improvement**. And its integration within programmatic dashboards and GA4 it simplifies data analysis making our **spending more efficient** and results easier to understand.

# Public Relations In Person

**Themed FAMS:** As the publishing world continues to change, we will be testing a focus on themed FAMS to get writers to visit and ensure coverage with major publications **featuring experiences** in line with current travel trends including, Coolcationing (traveling to temperate destinations) and **Wild feasting** (curated culinary experiences in natural environments with the incorporation of hyper-local and foraged ingredients) among others.



## Reopening of Highway 1

Once again fully open to explore, H1RT is working with Visit California, Visit SLOCAL, and Visit Monterey, along with San Simeon, Cambria, Hearst Castle and Morro Bay, to **develop programs and messaging** that can be deployed when the time is right.

Questions?

Aaron indicated he would be concerned if people stopped asking if Highway 1 is open. Mike said that he really appreciates how far the CBID has come and that the focus on strategy is key. Gary said that he feels being nimble has been key.

### **Discussion Items**

**2024 | 2025 BID Bunch Evolution:** CAO Cuming reviewed the current org chart and discussed a focus on:

- Adding a creative director role to manage brand integration
- Producing campaign videos and digital ads that 'speak' to the new brand
- Adding two new tools: MuckRack and BrandFolder

### **Marketing Roll-Up Report & PR Updates:**

- With four months remaining in the year, the website has already reached 900k sessions
- Open rates on recent eblasts were 47% and 41%
- Email subscribers were 121,170, with an increase of 15,000 in the last two months
- Organic traffic numbers reflects that GA4 looks to have data restored; users were up 46% in February and sessions were up 47.5%
- Paid media is seeing gains in driving engagements, conversions and cost-per metrics
  - 70% of all visitors are coming from paid media and 65% of conversions
  - January and February have generated map downloads equal to 50% of prior year
  - Retargeting has contributed to over 26k conversions and 746k engagements
  - Google Ads clicks exceeded 60k; cost-per-click dropped to \$0.40
- Public relations details were touched on, including trends and recent IMM show:
  - consolidation of media houses, rise of the freelancer, decentralization of media, press trip policies and restrictions, and media meetings & missions
  - IMM recap included meeting with 23 editors, on-staff writers and freelancers; coverage and several media visits are already confirmed from the effort

### **Action Items**

#### **CBID Contract Renewals Kempler & CrowdRiff:**

A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$44,100 for a 12-month contract for Kempler Consulting, beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$24,842.70 for CrowdRiff 12-month renewal beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

#### **Local Fund Board Members**

**Edna/Arroyo Grande Valley:** A motion was made by Bram Winter and seconded by Laila Kollmann to renew Jena Wilson to the EV AGV board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

#### **Local Fund Area Applications**

None

### **Closing Comments**

The board thanked CAO Cuming for organizing the board meetings each month.

### **Future Agenda Items**

- BID Bunch presentations: May PR & STP, June paid media
- BID Bunch, LFA Bylaws, CBID & LFA Policy updates

### **Adjournment**

The meeting was adjourned at 1:29pm



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

Board Meeting Minutes  
April 24, 2024, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

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

**Call to Order**

At 12:05pm

**Public Comment**

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

**Presentations**

None

**Administrative Items**

**Roll Call:** Gary Setting, Melissa Kurry, Bram Winter, and Mike Hanchett are present.

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

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

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

**Administrator & Partner Updates:**

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

## **Upcoming Events/Deadlines**

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

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

## **Strategy/Ideation Topic**

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

## **Discussion Items**

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

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

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

## **Action Items**

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

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

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

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



### **Local Fund Board Members**

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

### **Local Fund Area Applications**

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

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

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

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

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

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

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

### **Closing Comments**

None

### **Future Agenda Items**

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

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

### **Adjournment**

The meeting was adjourned at 1:30pm



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

Board Meeting Minutes  
May 22, 2024, 12:00 p.m.  
Cambria Pines Lodge

**DRAFT UNTIL APPROVED**

CBID Board Members Present: Mike Hanchett, Gary Setting, Bram Winter, Melissa Kurry, Matt Masia

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Laila Kollmann, Aaron Graves

Guests: Cathy Cartier, SLO CAL; Lisa Belsanti, SLO CAL; Steve Kniffin; BID Bunch: Lori Keller; Kirstin Koszorus; Katie Sturtevant

**Call to Order**

At 12:05pm

**Public Comment**

Matt thanked everyone for their well wishes, and feels grateful to be back.

**Presentations**

Cathy Cartier presented an update on SLO CAL, including their CEO search, and the Rocky Creek closure of Highway 1. Gary commented on the importance of alignment and Cathy said that SLO CAL will stay humble and pivot as needed.

Kirstin Koszorus presented a recap of the public relations coverage. There have been 175 articles to date, with 16 in the top outlets and 143 including a link to [highway1roadtrip.com](http://highway1roadtrip.com). Upcoming coverage includes *Travel + Leisure*, *Passport*, *Paste*, *LA Times* and *McClatchy News Syndicate*.

Katie Sturtevant shared the Stewardship Travel for Good update. Highlights include the Back to Nature Tours, Coastal Clean-up, Earth Day & State Parks Week, and an updated landing page that includes a linking strategy to authority content on the website.

**Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded Bram Winter to approve the April 24 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Matt Masia abstained. Motion carried.

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

- General Fund and BID Bunch expense tracking report YTD is \$1,256,651.
- YTD collected revenue is \$1,205,042 which is \$43,859 under budget.
- YTD expenses paid are \$1,256,651 which is \$459,734 under budget.
- Net income is \$415,875 more than budgeted YTD.
- Overall cash increased by \$107,388 from June 30, 2023.

2019-2023 TOT Growth:

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	} Doubled last 10 years	2013-14	\$ 1,649,654.73
2014-15	\$ 8,113,417.38		2014-15	\$ 1,797,401.92
2015-16	\$ 8,395,992.37		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	\$ 8,797,631.75	* As of Jan 31, 2024	2023-24	\$ 1,931,936.72
	\$ 131,910,710.35			\$ 28,935,209.82

The CBID outpaced all other DMOs in SLO County with + 57% rate of change in TOT in the last 5 years:

- 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.

**Administrator & Partner Updates:**

Tessa noted that the CBID annual renewal at the Board of Supervisors was successful. The protest rate was 0.0805%, including 23 vacation rentals and 1 hotel; it was noted that Cambria Pines Lodge withdrew protest.

**Upcoming Events/Deadlines**

- CBID meetings on June 26, July 24 and August 28 (the August meeting is subject to cancellation).

**Strategy/Ideation Topic**

**Marketing Plan Implementation:** Lori Keller reviewed the 2024 | 2025 Marketing Plan with the focus of always pivoting.

Tessa asked for details on what defines a lookalike audience and Lori provided context. Matt noted that the plan showed lots of progression. Lori confirmed that it will “fly in formation” with the new brand. Mike mentioned the growth of an active and interested audience; quality is key.



## The Big Things:

- New Branding Integration
- New Methods of Measuring Success
- Improve Website Usability
- Maximize "new" Technology
- Opening of Highway 1



## SHIFTS in TEAM & TACTICS



## Strategic Management Shifts

- Co-lead and Manage Brand Development/Strategic Integration
- Oversight of Measurement Methods
- Directing Shifts in Strategy Based Upon Data



## Content Shift to Reflect New Branding

- Audit – Create – Adapt – Distribute
  - Website
  - Social Media
  - Email Marketing
  - Blog
  - Digital ad assets
  - Visual assets



## Creative Director – New BID Bunch Contributor

- Creative Direction
- Campaign Concepting and Execution
  - Video Production including Brand “sizzle” Reel and assets for paid media and LFAs
  - Production of multiple campaign themes including wildlife, beaches, and small towns / big experiences



## Email Shift Toward Personalization

- Build User Preference Buckets to segment audiences
- Deliver dynamic and relevant content to maximize exposure and engagement
- Integration – Connect email with other marketing streams to create a more holistic customer experience and better understand the target audience





## Social Integration of New Voice Optimized for Search

- Incorporate and update all organic messaging and imagery using the new brand voice across all platforms
- Integrate with search engine optimization efforts:
  - Encourage sharing posts from the social platforms
  - Optimize all social profiles with strong branding
  - Create engaging posts that drive website interest



## SEO Focus – New Content and Updates

- New Content - 12 items where we can capture additional search traffic:
  - Big Sur Content (hiking, surfing, things to do, restaurants, etc.)
  - LFA-focused Nightlife
  - Beachfront Hotels on Highway 1, Highway 1 Hotels with Pools, etc.
- Updates – 24 older pages with thin content
  - LFA-focused pages (fishing, hiking, surfing, etc.)



## Website Usability Moves from Yellow Pages to Guidebook

- SEO For “Best Of”/Plan Your Trip Results
- Clean up Navigation
- Replacing Interactive Map Platform
- Revamp Listing Pages
- Lots of Behind the Scenes Updates



## Integrate Travel for Good Experiences

- Continue Integrating Sustainable Messaging
- Include Stewardship Experiences during media FAMs to encourage writers to promote content like the wildlife viewing tips
- Integrate with Visit SLO CAL’s efforts in the sustainability space
- Integrate ‘stewardship tips and sustainable’ messaging in alignment with new branding
- Launch & Promote the New “Back to Nature” Tours & Experiences



## Public Relations in Person

- Outreach Continues to Focus on Targeted Outlets, but In-person Media Hosting and Media Missions Become Stronger Focus
- Media Hosting:
  - 1 themed group FAM (3-5 Media)
  - 8-16 Individual Media Visits
- Media Missions:
  - Travel Classics
  - IMM
  - Visit California Media Event
- Utilizing Muck Rack to create more robust reports.
  - Tracks coverage of the region on an ongoing basis
  - Provides details
    - unique monthly visitors
    - sentiment of the article
    - social coverage of the article
    - clicks to Highway1RoadTrip.com and more.



## Paid Media: Test and Learn Approach

- Expansion of First-Party Data integrations
- Testing of Refined Targeting
- Database growth our top KPI – map downloads
- Test Effective retargeting strategies
- Utilization of automation and AI for streamlined data collection, reporting, and analysis
- Data-driven ad targeting and personalization for tailored messaging to relevant audience segments.
- Expansion of Google video content
- Extension of programs into LFA imperatives for improved cost efficiencies and metrics



## **Action Items**

**SLO CAL CEO Letter of Support:** Melissa Kurry noted that Cathy's 3-year history with the organization is important. Gary said that he enjoyed working with her on the nomenclature video. Lori Keller commented that if partnership is the focus, Cathy truly cares. Gary asked Lisa about the SLO CAL culture and she noted the cohesion with a focus on the organization's overall purpose, and that there is more internal team collaboration. Cathy is considered to be a singular force in the DMO world and the region is ripe for exponential growth. A motion was made by Bram Winter and seconded by Melissa Kurry to approve the letter of endorsement as presented for Cathy Cartier as the President and CEO of SLO CA. With no further discussion, the motion was approved by a voice vote of the Advisory Board; Matt Masia abstained.

**2024 | 2025 Marketing Plan:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve the plan as presented; Mike noted how far the CBID has come. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

## **Local Fund Area Applications**

**Cambria & San Simeon Scarecrow Festival:** A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$15,000 for Cambria and \$4,500 for San Simeon. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Avila Beach Pale Kai Event:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$5,500. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Avila Beach Admin:** A motion was made by Melissa Kurry and seconded by Bram Winter to approve Stephanie Rowe's contract renewal as presented for \$48,240 for 24 months beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Los Osos Marketing:** Mike asked Gary if he continued to support the renewal of this contract and Gary commented that he knows that Danielle continues to do a great job; Melissa also has worked with Danielle and supports this contract renewal. A motion was made by Mike Hanchett and seconded by Melissa Kurry to approve Shadetree's marketing contract renewal as presented for \$49,116 for 12 months beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Edna/AG Valley Admin:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve Shadetree's admin contract renewal as presented for \$11,500 for 12 months, beginning July 1, 2024. It was noted that the contract is for 2 years, so motion was amended by Bram and Mike to reflect 24 months. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

**Edna/AG Valley Marketing Liaison:** A motion was made by Bram Winter and seconded by Mike Hanchett to approve Shadetree's marketing liaison contract as presented for \$6,000 for 12 months beginning July 1, 2024. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

CAO Cuming noted that the Big Red Marketing contract renewal was not accepted by the EV AGV board so was not brought forward to the CBID. It was also noted that the VAC LFA Imperative funding for SF Gate will be addressed in the June CBID Advisory Board meeting.

It was noted that the EV AGV SLO Coast Wine Collective affiliate partnership for \$3,100 and the Los Osos CCSPA Butterfly Ball sponsorship for \$2,500 were both signed by chair, Gary Setting.

### **Closing Comments**

None

### **Future Agenda Items**

- CBID Board Succession (June); CTB Lawn Bowling sponsorship; LFA Budgets
- 2024 | 2025 Agenda Topics (August)
- BID Bunch presentations: Paid Media (June); SEO & Website (TBD); Content Calendar (Sept)
- BID Bunch LFA Bylaws and CBID and LFA Policy Updates

### **Adjournment**

The meeting was adjourned at 2:01pm



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

## Minutes | July 24, 2024 | Cambria Pines Lodge

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Gary Setting

Guests: Lisa Belsanti, SLO CAL

### Call to Order

12:11pm by Vice Chair Aaron Graves

### Public Comment

Aaron shared the recent awards from TripAdvisor for Moonstone Properties.

### Administrative Items

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

### Discussion Items

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

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

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.



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

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

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

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

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

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

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

- LFA Funding Applications

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

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

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

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

#### **Future Agenda Items**

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

#### **Closing Comments & Adjournment**

The meeting was adjourned at 1:42pm.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.





**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.](#)

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.





# MARKETING REPORT

## July 1, 2023 – June 30, 2024



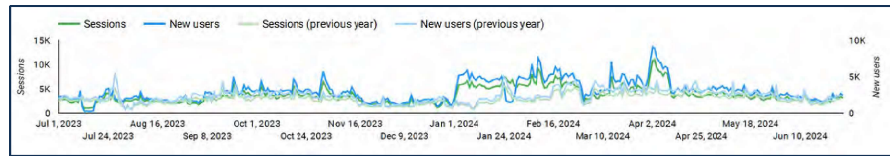
### WEBSITE TRAFFIC OVERVIEW

#### AQUISITION

H1DR reached a record with more than **1.39M sessions** and **1.15M users**. Sessions were up 31% and Users were up 34%, Y/Y (22/23 compared to 23/24). H1DR recorded **4.89M page views**, up 17%, Y/Y

By website traffic in all channels

FY Rollup	1.4M Sessions <span>▲31.4%</span>	1.2M Engaged sessions <span>▲39.7%</span>	88.9% Engagement Rate <span>▲6.3%</span>	1.1M New Users <span>▲28.0%</span>	1.2 Sessions per user <span>▼0.8%</span>
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### EBLASTS & LEAD GENERATION

#### WINS

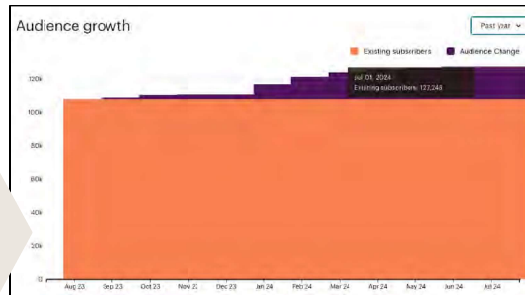
- 37% Open rate (8% above previous 29% average)
- 1.91% Click rate (.61% above previous 1.3% average)
- Increased subscribers (+27,595)
- Resolved blocker on welcome series
- Gained insights from survey campaign

#### OPPORTUNITIES

- Rebranding will give emails a fresh look & voice
- Revamping automated welcome series and map automations with updated content and design
- Increased advanced personalization opportunities utilizing dynamic content

#### CHALLENGES

- Audience engagement dipped slightly in last quarter
- Flooding of Highway 1 caused tourist concerns



Database total: **127,248 subscribers**  
 July 2023 - June 2024 added approximately 32,402 subscribers, with 27,595 remaining at FYE.

FY Total	3,213,627 Sent	3,200,264 Delivered	1,169,744 Opens	37% Open Rate
61,066 Clicks	1.91% Click Rate	7,299 Unsubscribed	0.23% Unsubscribed Rate	30,618 Map Downloads



# MARKETING REPORT

## July 1, 2023 – June 30, 2024



### SEO ORGANIC REACH

- FY 23/24 experienced the following for Organic Traffic:
  - Up 24% in Sessions (274K vs 221K)
  - Up 25% in Users (217K vs 172K)
  - Up 33% in Page Views (1.05M vs 783K)
- As a result of the algorithm change, H1DR experienced some reduced impressions. However, the CTR and Page Rankings both improved as a result of the **original, high quality content the site hosts**. Additionally, while impressions were down, the amount of traffic was not impacted in a negative way. People are now more engaged with the site because the **content being served is more relevant to a user's search query**.

### TOP 20 ORGANIC PAGES

Rank	Page title and screen name	Views	Users
1	Scenic Drive: Your Highway 1 Road Trip - Highway 1 Road Trip	72,346	21,492
2	Highway 1 Road Trip   San Luis Obispo County Coastal Road Trip	43,440	12,899
3	Best Places to Eat in Cambria - Highway 1 Road Trip	24,638	6,939
4	Moonstone Beach in Cambria, CA   Visit Highway 1 Road Trip	22,355	6,626
5	Elephant Seals of San Simeon   View them at Vista Point on Highway 1	20,331	6,279
6	Where To Stay Archive - Highway 1 Road Trip	19,914	3,927
7	Montaña de Oro State Park   Beaches, Hiking, and Mountain Biking	19,377	5,813
8	Best Beaches on Highway 1 - Highway 1 Road Trip	17,572	5,040
9	Best Places to Eat on Highway 1 - Highway 1 Road Trip	17,421	5,460
10	Best Restaurants in SLO - Highway 1 Road Trip	16,543	4,913
11	Where to Hike on Highway 1   Highway 1 Discovery Route	13,500	3,637
12	Oceano Dunes Natural Preserve   Highway 1 Road Trip	12,870	3,779
13	Biking Pacific Coast Highway 1   Highway 1 Road Trip	12,766	4,130
14	Sea Otter Spotting   Along the Highway 1 Road Trip	12,518	3,706
15	Ragged Point on Highway 1   Most Beautiful Drive on Highway 1   Visit Us	12,175	3,736
16	Hidden Secrets Along Highway 1 - Highway 1 Road Trip	12,174	3,095
17	Monarch Butterfly Groves in Pismo Beach, Nipomo, Morro Bay, Los Osos	12,116	3,281
18	Get your Hidden Secrets Map - Highway 1 Road Trip	11,626	3,252
19	Whale Watching from the Whale Trail on Highway 1   Discover Highway 1	11,508	3,336
20	Wildflowers on Highway 1 - Highway 1 Road Trip	10,263	3,045



# MARKETING REPORT

July 1, 2023 – June 30, 2024



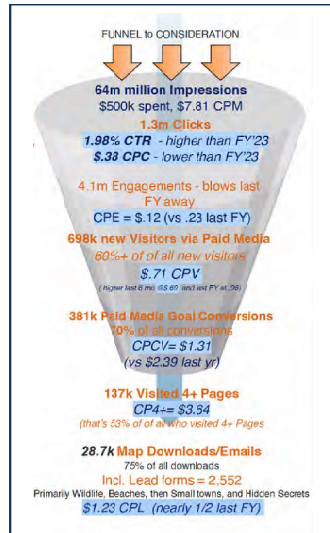
## PAID MEDIA

**\$500k**  
(budget was \$510k)

**\$145k for LFA's**  
(budget was \$150k)

**Achieving unprecedented impact and continuous improvement** (and coming in under budget), our coastal ad campaign garnered **64 million impressions** (25% higher than estimated), drove **1.3 million clicks** and **4.1 million engagements**. Remarkably, 55% of the 698k site arrivals took action, setting a new benchmark for engagement and conversion. This was even higher at 75% in the winter/spring campaign. **Our strategic blend of multi-channel optimizations maximized reach and all KPI's:**

- **Overall Strong User Growth:** Site users increased 32%, (with Google Ads driving a 23% rise in traffic and a 45% jump in impressions).
- **Time on Site:** Cost Per 4+ pages at its lowest with 20% of arrivals to site converted (30% in 2nd half). Although Top channels like SEM and social drove the most volume, other tactics like email and native kept users longer.
- **Engagement:** Record volume for 4.1m at the lowest CPE of \$12 cents. • Database Growth: Highest names (127k) collected at the lowest CPL (\$1.23).
- **Video Surge:** Video campaign impressions contributed significantly to overall conversions especially with YouTube and Spotify video, contributing 22% of all program clicks using 17% of all costs.
- **LFA Efficiency Wins:** SEM Conversions rose 37-76% in key LFA regions, with top keywords boosting CTRs and lowering costs. Social programs drove mostly better metrics over FY23.



## COST PER LEAD/DATABASE EFFICIENCY

At a time where first party data rules, building our database has been key

### Media We Tried

- Facebook Carousels, Lead forms, Video, Retargeting, lead-forms and look-a-likes
- Email (Did not work for lead gen, but strong in other KPI's)
- Indirectly:
  - Google ads SEM & Performance Max
  - QR codes in Print ads and CTV

### Looking Ahead

- Heavier weighting on the KPI for CPL
- Optimize Existing Channels: Enhance Facebook campaigns using newest personalization and retargeting techniques



# MARKETING REPORT

July 1, 2023 – June 30, 2024



## PAID MEDIA (CONTINUED)

### TOP PERFORMERS

High CTR	Avila Beach Dynamic search - 17%
Lowest CPC	Avila Beach - Max - \$.13
Lowest Cost Per Conversion	Discovery Ads Road Trip - \$1.10
Highest Impressions Generated	Video Ads 5.4M
Highest Clicks	Video Ads: largest driver of clicks of any Google Ads campaign

With the brand lift study the Video campaign delivery exploded - **YoY impressions were up 574%, full-video Views were up 93%, and clicks were up over 1,000%**. While video ads aren't quite as likely to deliver lower-funnel conversions they were the 3rd largest source of conversions overall and have seen their ability to deliver strong conversion value increase over time.

## SEM

1. While the data might not be perfectly apples-to-apples due to GA4 issues, it appears that - looking at traffic from all sources - **the number of users on H1RT increased 32% to 1.15 million in the '23-'24 fiscal year. Google Ads was the top source of traffic with over 300K users, a 23% increase from the previous year.** The number of impressions delivered across all **Google Ads campaigns increased a massive 45%**, largely due to PMax being implemented plus the huge delivery in Video/YouTube during the brand lift study in early Spring.
2. Looking at conversions, **Google Ads is credited with the most (87.5K) users** who visited at least 4 pages on the site, along with 85K 1+ minute sessions, 2K Hidden Secrets form submits, 855 Beaches submits, 716 Small Town submits, 485 Wildlife submits, and 295 Hiking submits, for about 4,300 total additions to the CRM. An important goal for the next fiscal year will be work toward increasing all of these metrics but particularly the more advanced submits - with the Conversion Value bidding being used on nearly all campaigns now, Google will be able to 'find' and deliver ads to more users who resemble these advanced converters.
3. While the more traditional **Main Search campaign had its budget reduced** to allow for expansion of other, newer campaign types, **it gained efficiency. Top keywords for the year**, in terms of the number of conversions they drove, were **"things to do in california," "coastal road trip," "road trip map," "travel in california," "places in california," and "what to do in california."**



# MARKETING REPORT

July 1, 2023 – June 30, 2024

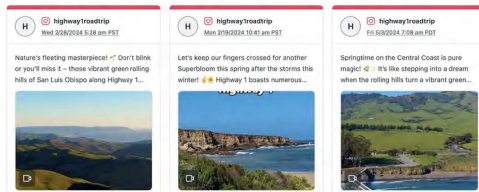
## ORGANIC SOCIAL UPDATE

<b>119,160</b> Total Followers <span>▲ 5%</span>	<b>29,317,783</b> Total Impressions <span>▲ 25%</span>
<b>864,582</b> Total Engagements <span>▼ -24%</span>	<b>291,159</b> Total link clicks <span>▼ -15%</span>
<b>2,200,000</b> Video Views <span>▲ 83%</span>	



- 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.

<b>44,540</b> Total Followers <span>▲ 10%</span>	<b>1,828,801</b> Total Impressions <span>▼ -40%</span>
<b>87,113</b> Total Engagements <span>▼ -46%</span>	



- 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.

<b>162,000</b> Total Views <span>▲ 58%</span>	<b>279,500</b> Watch Time (in min) <span>▲ 68%</span>
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<b>81,240</b> Total Impressions <span>▼ -32%</span>	<b>6,320</b> Total Engagements <span>▼ -60%</span>
<b>50,760</b> Total Audience <span>▼ -80%</span>	

Content	Average view duration	Views
1. Small Towns Big Experiences Await on a Highway 1 Road Trip Aug 31, 2023	0:32 (106.1%)	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%)	52,559

<b>70.10%</b> Interaction Rate <span>▲ 57%</span>	<b>5.92%</b> Story CTR <span>▲ 1%</span>	<b>52.80%</b> Completion Rate <span>▲ 8%</span>
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# MARKETING REPORT

July 1, 2023 – June 30, 2024

## PUBLIC RELATIONS

<b>214</b> Articles to date	<b>14</b> Visiting journalists	<b>147</b> Direct Links to Highway 1 Road Trip Website
<b>4</b> Media Missions	<b>1</b> FAMS with SLO CAL	<b>13</b> Articles in Target Outlets
		<b>7</b> 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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# 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		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

Doubled  
last 10  
years

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

### Minutes | December 4, 2024 | Cambria Pines Lodge

CBID Board Members Present: Gary Setting, Bram Winter, Mike Hanchett, Melissa Kurry  
County Liaison: Cheryl Cuming, Tessa Cornejo  
Absent: Laila Kollmann, Aaron Graves  
Guests: Matt Pontes, SLO County CAO, Emily Brown, Civitas Advisors (Zoom)

#### Call to Order

9:04am

#### Public Comment

The board was introduced to Matt Pontes. He shared his background and vision as the new SLO County CAO.

#### Administrative Items

- Roll Call: Gary Setting, Bram Winter, Mike Hanchett, Melissa Kurry are present
- Consent Agenda – Minutes: A motion was made by Bram Winter and seconded by Melissa Kurry to approve the October 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
  - General fund ties back to BID Bunch expenses, both reporting \$167,967 in expenses for October. Year to date expenses are \$598,710. Year to date (YTD) revenue is \$649,349, which is \$5,391 more than budgeted. YTD expenses paid are under budget by \$101,250. Net income is \$106,641 more than budgeted YTD. Overall cash increased by \$336,337 from June 30, 2024.
  - CAO Cuming noted that the CBID is tracking above budget through October. She also reviewed the balance sheet and financial reports; there were no questions.
  - Gary Setting reviewed the upcoming meeting dates of January 22 and February 26, 2025. CAO Cuming shared the Local fund areas (LFA) and CBID meeting date schedules for all of 2025.

#### Discussion Items

- Marketing
  - Roll-Up Report: The October report was reviewed with highlights noted. Key takeaways:
    - Higher conversions at lower costs; a 42% increase in key event conversion while spending rate was 15% less; cost-per-conversion down to \$1.16 from \$2.40
    - Engaged with high quality traffic; visitors engaging with 4+ pages increased 37% Y/Y and map downloads increased 30%
    - Mike asked to confirm that Search Engine Marketing keywords and being shared with LFAs and partners like SLO CAL, and CAO Cuming confirmed.

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

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- 1989 vs. 1994 BID Discussion: Emily Brown, Civitas Advisors, presented information about the topic. The process generally takes 8-12 months (average 10 months) to convert to a 1994 district. Another option was explored to retain the 89 District and form a non-profit organization whereby the County would contract with the new non-profit to carry out the duties currently provided by the County. Conversion options are:
  - Renew the 1989 district and form a new non-profit; initiate the process to convert to a 1994 district; Emily noted that an owners' association is not a public entity, but does follow Brown Act and Public Records Act rules.

The CBID board wanted to gain perspective from Matt Pontes and he discussed:

- How is it working and the best approach for the future
- Current requirement to follow all County procurement procedures and work needed to prepare documentation
- Better understanding of CBID structure was helpful
- Fundamentally, the County wants to support and keep processes more navigable
- Noted that the County always needs to consider risk and liabilities with every program
- How does the CBID board better communicate the great work being done
- Goal: better model, reduce County staff time and demands
- Focus on what's best for all parties, more efficiencies, more autonomy, streamline processes

Bram asked about liability and Matt assured that the County would be involved. A non-profit or new 1994 district does place more responsibility on the CBID. Matt emphasized that it is important to the County to be part of the success and to continue to be a good partner. Mike asked about upcoming contract renewals and exploring options; the RFP process requires several months so the board needs to determine how to maintain momentum. Also of concern was ensuring the support of Local Fund Areas as 51%+ of the lodging constituency will need to sign in support to form the 1994 district. Mike noted that the local monies have made a difference, and CBID wants to ensure they continue to have autonomy. Bram asked if Vacation Rental Management Companies can sign on behalf of the property owners and Emily confirmed that they most likely could, and would depend on the terms on the contract signed with the vacation rental owner.

Emily spoke about the 1989 ordinance modifications and the formation of the non-profit. The estimates for fees are \$3,000 for modifying ordinances, \$7,000 for non-profit formation, and \$2,000 for drafting of the contract anticipating a timeline of 60 days. Matt mentioned once the County contracted with the new non-profit, that County procurement process would no longer apply. Tessa noted that the CBID has 29 contracts to be renewed by June 30, 2025.

Matt also noted that it would be important to present the annual report in-person so the CBID has visibility before the Board of Supervisors. Matt noted that SLO CAL's non-profit has a County designee on their board.

Mike asked about the duplicity of a non-profit and the advisory board members; Emily said that two boards are needed, but they can have the same members. Mike asked about funds in a 1989 district rolling over and Emily confirmed that they can carry to the new 1994 district.

A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$15,000 for Civitas to explore 60-day Civitas proposal to modify the 1989 ordinance, form the non-profit and draft the County contract. Board discussion that 60 days may not be enough time. Mike

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amended the motion to include a not-to-exceed amount of \$24,000 to cover 120 days, and Bram accepted the amendment. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Gary thanked Tessa and Matt for their guidance and partnership.

- Local Advisory Board Applications
  - Oceano/Nipomo: A motion was made by Mike Hanchett and seconded by Bram Winter to accept the resignation from Clare Class, and approve the new board member application for Mauri Tamboura. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
  - Cayucos: A motion was made by Melissa Kurry and seconded by Mike Hanchett to accept and approve the renewal applications for Carol Kramer, Richard Shannon, and Toni LeGras. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Local Fund Area Funding Applications
  - Los Osos/Baywood - BIG BIG SLO marketing & photography: A motion was made by Bram Winter and seconded by Melissa Kurry to approve \$2,500 for BIG BIG SLO marketing services. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

#### **Future Agenda Items**

- Anticipate additional contracted services needed within new non-profit

#### **Closing Comments & Adjournment**

The meeting was adjourned at 10:40am.

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