

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

Minutes | March 26, 2025 | Cambria Pines Lodge

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Laila Kollmann, Aaron Graves (late)

Guests: None

Call to Order

2:07pm

Public Comment

None

Administrative Items

- Roll Call: Gary Setting, Mike Hanchett, Melissa Kurry, Bram Winter are present
- Consent Agenda – Minutes: A motion was made by Mike Hanchett and seconded by Melissa Kurry to approve the February 26 minute. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Bram Winter abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
 - This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$136,506 in expenses for the month of February. Year to date expenses are \$1,016,792. Year to date revenue collected, \$1,047,118 which is \$4,654 more than what was budgeted through February for the fiscal year ending June 30, 2025. Year to date expenses paid, \$1,016,792 came in under budget by \$237,394. Net Income is \$518,859 which is \$263,700 more than budgeted for year to date. Overall cash increased by \$226,179 from June 30, 2024. CAO Cuming highlighted that February was up 40% year-over-year.
- Annual renewal sequence of events is Resolution of Intention on April 29, Mail Notice of Public Meeting from April 29 to May 5, Public Meeting on June 3, and Tourism Assessment Collection Continues on July 1.
- Annual Form 700 filings are due by April 1.
- Next board meeting dates are April 23 and May 28

Discussion Items

- Marketing
 - Roll-Up Report: CAO Cuming reviewed the report. Mike asked if the report would be included in the CBID or H1TA meeting in the future. It was confirmed that it could be on either agenda. Paid media report takeaways include that quality over quantity continues; metrics continue to hold steady or slightly improved for CPM, CPV, CPC and CPE. CTR dropped, as did CPCV and CP4+. Confirmed upcoming PR placements include AARP, Fodor's, Via, and Matador.

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.



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

- Local Fund Area Resolution
 - CAO Cuming noted that all LFAs supported the resolution designating SLO County BID (SLOCTBID) funds to Highway 1 Tourism Alliance and recommending H1TA as the designated county contractor.
A motion was made by Bram Winter and seconded by Mike Hanchett to approve the resolution. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - See last page of minutes for copy of resolution
- Local Advisory Board Applications
 - Avila Beach: A motion was made by Mike Hanchett and seconded by Bram Winter to accept the renewal of Dean Hutton. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Edna & AG Valley: A motion was made by Bram Winter and seconded by Mike Hanchett to accept the renewal of Sarah Hames. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Local Fund Area Funding Applications
 - Cambria & San Simeon: A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$15,000 for Cambria and \$4,500 for San Simeon. Melissa asked how the festival received funding from the county and Tessa noted that there is an application process; she also said that the program is being eliminated in the new fiscal year due to budget cuts. The motion was approved by a voice vote of the Advisory Board.
 - Oceano/Nipomo: A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$6,500 for the Welcome to Oceano sign, pending approval of Caltrans permit. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

Closing Comments & Adjournment

None

The meeting was adjourned at 2:37pm.

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RESOLUTION NO. 2025 - _____

A RESOLUTION DESIGNATING SAN LUIS OBISPO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT (SLOCTBID) FUNDS TO HIGHWAY 1 TOURISM ALLIANCE AND RECOMMENDING HIGHWAY 1 TOURISM ALLIANCE AS THE DESIGNATED COUNTY CONTRACTOR

WHEREAS, the SLOCTBID, established under Chapter 3.09 of the San Luis Obispo County Code (Ordinance) and pursuant to the Parking and Business Improvement Area Law of 1989, California Streets and Highways Code Sections 36500 et. seq., assesses lodging businesses within the SLOCTBID to provide services, activities, and programs promoting tourism; and

WHEREAS, local advisory boards, as defined under Section 3.09.020 of the Ordinance, were established to represent the interests of lodging businesses within their respective jurisdictions; and

WHEREAS, the County of San Luis Obispo may designate a county contractor, pursuant to Section 3.09.130 of the Ordinance, to expend the SLOCTBID funds and implement services, activities and programs authorized by the SLOCTBID; and

WHEREAS, the *LOCAL ADVISORY BOARD NAME* (Board) now desires to designate Highway 1 Tourism Alliance, a California nonprofit corporation, to receive and manage SLOCTBID funds, and to recommend Highway 1 Tourism Alliance as the designated county contractor.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD THAT:

1. The recitals set forth herein are true and correct.
2. The Board hereby authorizes Highway 1 Tourism Alliance to receive, manage, and expend SLOCTBID funds, and hereby recommends Highway 1 Tourism Alliance as the designated county contractor.
3. The Board shall have the authority to provide recommendations to Highway 1 Tourism Alliance regarding the expenditure of the SLOCTBID funds.
4. This Resolution shall take effect at or before the conclusion of the 2024-2025 fiscal year.

I HEREBY CERTIFY that the foregoing Resolution was introduced and adopted at a regular meeting of the Board on _(see below)_, 2025 by the following vote:

AYES: DIRECTORS

March 10 Los Osos/Baywood: Jamie Wallace, Curtis Armstrong

March 10 Cayucos: Richard Shannon, Carol Kramer, Toni Legras, Taylor Brindley

March 11 Cambria: Greg Pacheco, Karen Cartwright, George Marschall, Jim Bahringer

March 12 Avila Beach: Ken Kelly, Dean Hutton, Mindy Hunter

March 12 EV: Leigh Woolpert, Lizzy Thompson, Alicia Cocks, Karen Reed, Sarah Hames, Jena Wilson

March 18 San Simeon: Michael R. Hanchett, Miguel Sandoval, Paul Panchal

March 18 Oceano Nipomo: Linda Austin, Roger Jacobs, Mauri Tamboura

NAYES: DIRECTORS – None

ABSENT: DIRECTORS – Pandora Karner-Nash (LO), Steve Kniffen (CAM), Elise Carraway (EV)

ABSTAIN: DIRECTORS – None

ATTEST:

____(original signed resolutions provided to Tessa)____

Chair of the Board