

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

Minutes | January 22, 2025 | Cambria Pines Lodge

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent:

Guests: Lori Ritchey, Lisa Belsati (SLO CAL)

Call to Order

9:12am

Public Comment

None

Administrative Items

- Roll Call: Gary Setting, Bram Winter, Mike Hanchett, Melissa Kurry, Laila Kollmann, Aaron Graves are present
- Consent Agenda – Minutes: A motion was made by Bram Winter and seconded by Mike Hanchett to approve the December 4 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:
 - This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$64,716 in expenses for the month of December. Year to date expenses are \$747,243. Year to date revenue collected, \$858,752 which is \$3,633 less than what was budgeted through December for the fiscal year ending June 30, 2025. Year to date expenses paid, \$747,243 came in under budget by \$210,886. Net Income is \$207,253 more than budgeted for year to date. Overall cash increased by \$314,039.75 from June 30, 2024. December TOT was up 23% year-over-year.
 - CAO Cuming noted that SLO CAL, SLO and Paso Robles are reforecasting their budgets down by 6.7%.
 - Lisa Belsanti from SLO CAL presented Last Mile. The first meeting was held in December and included discussion of the need for enhanced communication and signage. A shuttle pilot program was also reviewed to include SLO Safe Ride and a selected region. They also explored hotel park-and-ride options. SLO CAL will develop a transit survey and assess the need for shuttles. Mike asked about the challenges and Lisa summarized the issues with late night flights suggestions and provided possible ideas.
- The time for the monthly CBID meeting was discussed and the board confirmed moving to 2pm start time, effective February 26.
- Annual Form 700 filings are due by April 1.

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.





Mid-Year Report

July 1 - Decemeber 31, 2024

Website Performance



560.9K ▲ 9.5%
SESSIONS

523.2K ▲ 16.8%
ENGAGED SESSIONS

93.3% ▲ 6.7%
ENGAGEMENT RATE

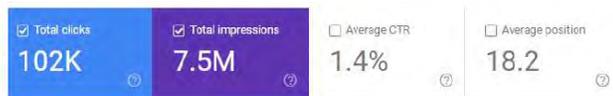
443.6K ▲ 5%
NEW USERS

Most impressively, our average engagement time per user is :54s



SEO Summary

Organic remains the leading channel for site acquisition, maintaining steady performance in the fiscal year's first half.

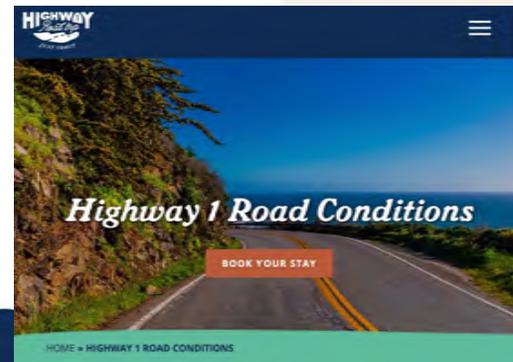


Google's core algorithm update, released on 11/11/24 and completed by 12/5/24, led to increased impressions and traffic for the H1RT website. December traffic saw significant growth compared to the prior three months, highlighting early positive impacts of our content creation efforts.



Content Creation

Organic traffic ended the year strong, supported by **new page launches** that contributed to the year-over-year growth.

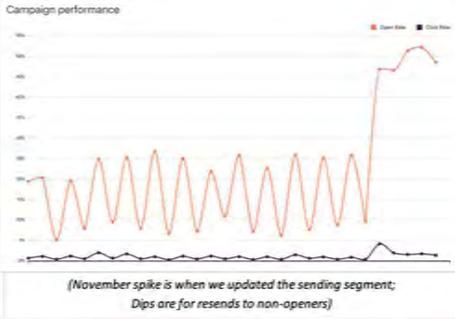


- The road conditions page has quickly vaulted into one of the most trafficked pages from search results.
- It was one of the **top landing pages for driving IMPRESSIONS and CLICKS to the website** via organic search in December.
- Queries: Highway 1 closure, Highway 1 closures map, Is highway 1 open, and highway 1 closures are all **top queries driving clicks to the website**.
 - Five of the top 10 click-throughs were for closure related queries. We may want to strategize on how to further support this visitor persona.



Email Summary

July through October we faced some challenges with an average open rate of 35% (still above Travel industry average of 33%)...so how did we show **continuous Improvement?**



UPDATED THE SENDING SEGMENTS

- 50% + open rate since updating the sending segment to more engaged & new subscribers

OTHER WINS

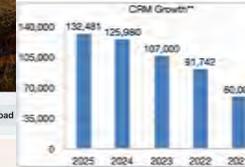
- Click rate doubled in last 2 months
- Increased subscribers (+8,647)
- Rebranding completed across all email marketing templates & content
- Content refreshed to be more relevant and timely



First Party Data: Growing YoY



- The number of sign ups originating from Paid media **increased 6% YOY** to 132.4k in 2024 (represents 1/2. Year)
- We see the **greatest efficiencies** and **volumes** from **Google** and **Facebook form fills**.
- We saw surprising volume from mediums typically thought of for branding such as Print, Spotify Video and from newsletters that did not have Map Download CTAs.
- Overall **CPL went down** compared to FY'24 a year ago, but is up compared to Full FY. (We believe this will come back down with the Wildlife campaign.)



132,481 emails in our database



Paid Media

Less Spend, Bigger Impact
Smarter Engagement, Stronger Results

- **27 M Impressions** (vs. 26M in FY'23) with **\$40k less spent**.
- **Slight drop in CTR 1.69%**, but clicks showed **higher post-click engagement** at a **lower CPC**.
- **New Visitors Increased 25% YoY to 268k**, making up **48% of all new visitors**.



Paid Media: Key Learnings

Quality over Quantity:

42% higher conversion level, spending 15% less

Improvements in *targeting* and *creative messaging* resulted in more qualified traffic and better cost efficiencies.

- Focusing water images only on social.
- Increasing age targeting to 35+.
- Daves continual improvement with Google ads.

According to US Census data: 58% of the total population of California is 40 years or older, which speaks to our focus on 35+. And the age group with the highest median HHI is Californians between 45-64 with 65+ just right behind them.



Paid Media: Social

Creative tracked by content identifiers indicated that visuals with WATER in them held much more resonance and back end quality than those without. Early in the fall campaign we instructed social partners to focus on water creative.



Morro Rock with Sunset and Whale drove the most key events to date. Just Coast Launch video in Trade Desk Programmatic and Video ads using Facebook interest targeting with Hearst drove the most engaged sessions.



Paid Media: Other Creative Wins

Live Intent

- Vineyard got 100% conversion to key events.
- Tide pool and Yoga ads had high conversions.



Amazon Programmatic

- Best traction with Yoga and clydesdales both high with conversion to key events.



Retargeting & Spotify

- Best traction with Just Coast Video and Map download ads.



Paid Media - Video Roared



4 Primary Video Uses

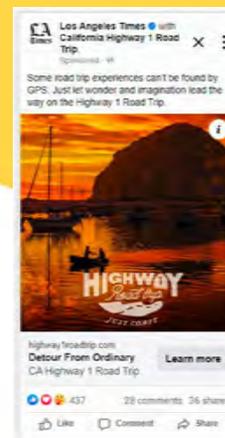
- Facebook - various methods
- CTV with QR Coding
- Spotify Video
- YouTube



- High volume and CTR = 2.8m imp 3.17% CTR
- LOW CPC = \$.33 cents
- Decent CPM = \$10,34
- Highest # of engagements = 364k
- Lowest CPE of all channels = \$.08 (some as low as \$.03)



LA Times Handshake Ad



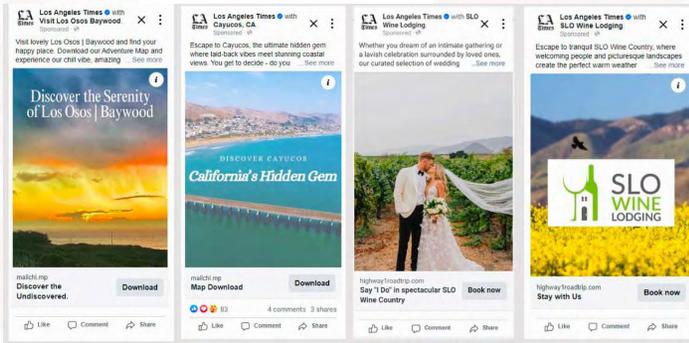
The "Handshake" ad leveraged the power of the LATimes name to elevate H1RT.com.

1. This ad drove the **5th most traffic** of all things CBID is doing (just below Search, direct traffic, email and organic social.)
2. **Top Conversions:** Ranked **5th in conversions** driving results comparable to Search and direct traffic and was cost effective at driving 35 Map downloads even though that wasn't its CTA.
3. **Cost-Effective:** CPC's have been **lower than our program average at \$0.36**
4. **Great Reach:** drove **10.7k new users** and **1.2k individuals exploring 4+ pages**, harnessing the LA Times name for strong engagement.
5. **High Engagement:** An outstanding **98% engagement rate** (site avg. 93%) ensures our message resonates.
6. **Precision Targeting:** While not limited to LAT followers, a Handshake ad allows precise targeting, leveraging the LA Times name for impact.



LFA Program

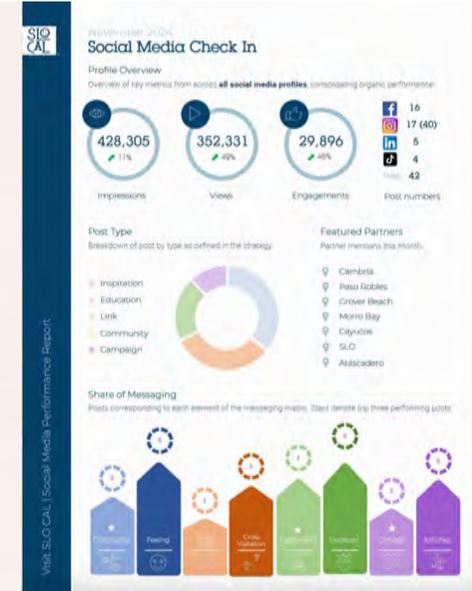
- Programs generated over
- 5 million impressions
 - 61k clicks
 - 97k engagements
 - at a better CTR than last year (3.64 vs 2.41%)
 - CPC's were higher at \$.33 cents vs \$.26
 - CPE lower at \$.18 vs \$.26



Organic Social Media



Next steps, connecting Social report to content strategy and tracking share of messaging.



PR & Stewardship

Stronger Integration of Stewardship and Organic Social Into Public Relations efforts.

- 4 out of a goal of 5 articles secured include Stewardship Travel for Good meaningful tips for travelers in the story.
- Collaborating between PR and social media with the goal to better leverage PR results and journalist visits on social media. Now including verbiage on Itineraries
 - Success Story: the article we secured in Travel + Leisure, titled "15 Best Places to Travel in February" was shared by 8 journalists on their social platforms, with a reach of 165,137! The article was also shared on T+L's Instagram, which reaches 6.4M followers.

Collaborations with SLOCAL: Katie has been asked to sit on the Sustainability Task Force, and Cheryl is part of The Last Mile Transportation Task Force and Connecting Trails Task Force.

Questions
or
Comments?



Discussion Items

- Marketing
 - Roll-Up Report: The mid-year report was reviewed with highlights noted.
 - Laila asked if international engagement has increased and it was noted that it is not CBID's focus. Consumers seem to be better informed, which reflects the positive impact of sharing an alternate route to Highway 1. Tessa said she was interested in the data collected. Laila thanked Lori Ritchey for her efforts and the presentation.

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

- 1989 Ordinance Modification, Non-Profit creation and County services agreement
 - CAO Cuming read the overview for Highway 1 Tourism Alliance. Gary reiterated his reasoning for wanting to be clear on the name. A motion was made by Bram Winter and seconded by Aaron Graves to approve the name Highway 1 Tourism Alliance. With no further discussion, the motion was approved by a voice vote of the Advisory Board. Regarding the transition, Aaron said that SLO CAL changed from the 1989 to 1994 ordinance seven years ago. Under the structure, 2% goes to the tax collector of the county admin fee and the organization would want to share costs for services. Bram asked if it would be possible to share any other services based on an overview provided by CAO Cuming; she confirmed that options are being explored. The county would continue to be involved in the annual renewal and Mike noted that there will be insurance requirements. Bram asked about opportunities to look at efficiencies across the LFAs. It was asked about the consideration of contractors or staff as part of the new non-profit. Next steps were identified as further exploration of costs for insurance, legal and tax services; determine efficiencies across LFAs and shared costs. CAO Cuming reviewed the timeline details. Aaron asked if it was important to involve the entire board, which was recommended by Mike and confirmed by the remainder of the board. Tessa suggested that the County pays through June into July and Mike asked about nonprofit funds transfer and timing; August was identified as a possible best start for the nonprofit to begin paying bills. CAO Cuming will continue to explore how to transition services for items needed in April, May and June. It was discussed if the LFAs should share in the additional admin expenses once the new nonprofit is formed, which is the current obligation with the County's administrative fees.
- Local Advisory Board Applications
 - Avila Beach: A motion was made by Bram Winter and seconded by Mike Hanchett to accept the resignation of Chris Oh. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Cayucos: A motion was made by Laila Kollmann and seconded by Mike Hanchett to accept the application of Taylor Brindley. Tessa confirmed there is no conflict of interest based on Taylor working in a contractor capacity with Beachside Rentals. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Local Fund Area Funding Applications
 - Avila Beach - Friends of the Bob Jones Trail: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$15,000, with the release of funds being subject

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to Friends of the Bob Jones Trail reaching their goal of \$1M. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

- Cayucos - Business cards & media lanyard: A motion was made by Bram Winter and seconded by Melissa Kurry to approve \$500 for Danna Dykstra-Coy's business cards and media lanyard. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

- A special meeting may be called based on timing of the new nonprofit

Closing Comments & Adjournment

Lisa provided SLO CAL updates. Regarding Highway 1 reopening, SLO CAL, VCA and Caltrans may meet in February or March.

The meeting was adjourned at 11:08am.

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

Minutes | February 26, 2025 | Cambria Pines Lodge

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

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: Aaron Graves, Bram Winter

Guests: Lisa Belsati (SLO CAL); Emily Brown (Civitas, via Zoom)

Call to Order

2:06pm

Public Comment

CAO Cuming shared details of the Highway 1 meeting with SLO CAL. Mike provided his perspective; does not anticipate Highway 1 to re-open before summer. He said that historically when feeder communities experience disaster, business is impacted. Laila asked about the total beds in Cambria vs San Simeon.

Administrative Items

- Roll Call: Gary Setting, Mike Hanchett, Melissa Kurry, Laila Kollmann are present
- Consent Agenda – Minutes: A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the January 22 minutes with revision. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.
- Financials | Balance Sheet, Administrator and Partner updates:
 - This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$133,044 in expenses for the month of January. Year to date expenses are \$880,286. Year to date revenue collected is \$947,800 which is \$23,560 less than what was budgeted through January for the fiscal year ending June 30, 2025. Year to date expenses paid of \$880,286 came in under budget by \$236,697. CBID will end on budget at \$1.5M. Net Income is \$556,047, which is \$213,137 more than budgeted for year to date. Overall cash increased by \$277,378 from June 30, 2024.
 - CAO Cuming noted that CBID is currently down 12% year-over-year; anticipated carryforward at year-end if \$300k. The new fiscal year will have the additional expenses for the nonprofit, which will need to be absorbed by decreasing other expenses.
- Annual renewal sequence of events notes that the Resolution of Intention will be 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, 2025.
- Annual Form 700 filings are due by April 1.
- Next board meeting dates are March 26 and April 23

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Discussion Items

- Marketing
 - Roll-Up Report: CAO Cuming reviewed the report. Melissa asked about the GA4 discrepancy with map downloads; it was confirmed that the issue is being corrected.

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

- Local Advisory Board Applications
 - Cambria: A motion was made by Melissa Kurry and seconded by Mike Hanchett to accept the renewal of Karen Cartwright. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Oceano/Nipomo: A motion was made by Mike Hanchett and seconded by Melissa Kurry to accept the renewal of Roger Jacobs. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Local Fund Area Funding Applications
 - Cambria: Chair Gary Setting approved \$720 for trash/recycle/planter receptacles.
 - Oceano/Nipomo: A motion was made by Mike Hanchett and seconded by Melissa Kurry to approve \$9,238.73 for Oceano Depot educational signage. With no further discussion, the motion was approved by a voice vote of the Advisory Board. Tessa noted that a signed W9 would be needed.
- Non-Profit creation & County services agreement; Emily Brown joined via Zoom
 - Articles of Incorporation: Have been finalized and CAO confirmed the new nonprofit has been named Highway 1 Tourism Alliance (H1TA); in process of getting an EIN.
 - LFA Resolution: Emily explained the need for the resolution, which provides agreement from each local area advisory board to allow the new nonprofit H1TA to receive their funds, and to confirm H1TA as the designated County contractor.
 - Tessa noted that the MarketCher contract will be ending with the County effective April 30, 2025, and a new agreement will need to be renewed effective 5/1. Civitas and the County have been working on the county and nonprofit agreement to bring forward at the March CBID meeting. Nonprofit formation is scheduled for May 1, 2025, and the BOS date for approval of the County/non-profit agreement is scheduled for April 29. Laila wants to better understand the nonprofit services expense detail prior to approving the resolution.
 - CAO Cuming reviewed the nonprofit services overview. The CBID board will continue as an advisory board with two responsibilities: provide an annual report at renewal and provide recommendations to the BOS. CAO Cuming reviewed the projected expenses for the new nonprofit, including accounting, tax, legal, admin, office and insurance. CAO Cuming noted a \$40,000 expense impact on the CBID 25|26 budget, stating that the new nonprofit will bring the overall admin category to 13.7%. CAO Cuming also reviewed the percentages by LFA that will be paid as shared nonprofit administrative/finance/legal/office/insurance costs (Total of \$40,000 shared by Cambria 36%, Avila Beach 19%, Cayucos 15%, San Simeon 14%, Oceano/Nipomo 6%, Edna & AG Valley 6%, Los Osos 4%).

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- Mike asked about if an LFA does not agree to the resolution and it was answered that it would require an alternate plan and the issue will be addressed if it arises. The contract between the County and H1TA will be one year so all agreements with the non-profit will reflect the same. Mike noted that all contractor agreements should contain a 30-day out clause with the final decision being held by the nonprofit. Legal and fiduciary responsibilities will reside with the nonprofit board and all board members understand this.
- A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the Resolution and anticipated expense documents as presented. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

Future Agenda Items

- H1TA nonprofit BOD, Officers, bylaws
- County and H1TA services agreement draft
- CBID bylaws (if updates needed)
- CAO contract with Highway 1 Tourism Alliance effective May 1, 2025

Closing Comments & Adjournment

None

The meeting was adjourned at 3:35pm.

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**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.

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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

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

Minutes | April 23, 2025 | Cambria Pines Lodge

CBID Board Members Present: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann
County Liaison: CAO Cheryl Cuming, Tessa Comejo
Absent: Mike Hanchett, Aaron Graves
Guests: Lori Keller, Kirstin Koszorus, Molly Cano and Lisa Belsanti, SLO CAL

Call to Order

2:05pm

Public Comment

A meeting regarding the progress on Highway 1 is scheduled for May 3, with Senator Laird.

Administrative Items

- Roll Call: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann are present
- Consent Agenda – Minutes: A motion was made by Melissa Kurry and seconded by Bram Winter to approve the March 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann 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 \$103,829 in expenses for the month of March. Year to date expenses are \$1,120,621. Year to date revenue collected, \$1,122,920 which is \$530 more than what was budgeted through March for the fiscal year ending June 30, 2025. Year to date expenses paid came in under budget by \$314,072. Net Income is \$490,832, which is \$314,602 more than budgeted for year to date. Overall cash increased by \$135,984 from June 30, 2024. CAO Cuming noted that March was consistent with last year.
- Next board meeting dates are May 28 and June 25. District renewal is May 6 ROI and June 3 Public Meeting. CAO Cuming will be out of the country on June 3 so Gary Setting will attend.

Discussion Items

- Marketing
 - 2024 Year-End Report: CAO Cuming reviewed the report noting that the final version will be submitted to the county next week and posted on the member site portal.

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

- Gary Setting and Bram Winter board seat renewals
 - A motion was made by Melissa Kurry and seconded by Laila Kollmann to accept the board term renewals for both Gary Setting and Bram Winter. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Local Advisory Board Applications
 - None
- Local Fund Area Funding Applications

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- Avila Beach: CAO Cuming reviewed the details of the C10 SLO Down Truck Show, and noted that there is a road closure scheduled in Avila Beach for July 7 through end of August. The event promoter is in discussions with the county. A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$25,000 should the event occur with the pending road closure. Bram asked about the timing of the release of funds and CAO Cuming noted that the details of the road closure will be confirmed at the April 29 Board of Supervisors meeting. 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 2:28pm.

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 | May 28, 2025 | Cambria Pines Lodge

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

County Advisory member: Tessa Cornejo

Administrator: Cheryl Cuming

Absent: None

Guests: None

Call to Order

2:10pm

Public Comment

None

Administrative Items

- Roll Call: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett, Aaron Graves are present
- Consent Agenda – Minutes: A motion was made by Melissa Kurry and seconded by Bram Winter to approve the April 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett and Aaron Graves abstained.
- Next board meeting dates are June 25 and July 23. Gary will plan to attend the June 3 Public Meeting of the BOS.

Discussion Items

None

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

- Local Advisory Board Applications
 - SSTA: Michael Hanchett and Miguel Sandoval: A motion was made by Bram Winter and seconded by Laila Kollmann to approve the renewals of Michael Hanchett and Miguel Sandoval. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

None

Closing Comments & Adjournment

None

The meeting was adjourned at 2:15pm.

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

Minutes | July 23, 2025 | Cambria Pines Lodge

CBID Board Members Present: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Aaron Graves
Absent: Mike Hanchett
County Liaison: Tessa Cornejo
Guests: Lisa Belsanti (Visit SLO CAL), via Zoom Emily Brown (Civitas)
Staff: Cheryl Cuming

Call to Order

3:27pm

Public Comment

None

Information Items

None

Administrative Items

- Roll Call: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett, Aaron Graves are present
- August board meeting is cancelled; next meeting is September 24

Consent Agenda

- Minutes: A motion was made by Bram Winter and seconded by Laila Kollmann to approve the May 28 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

Discussion Items

None

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

- Approve Chair and Vice Chair
 - A motion was made by Bram Winter and seconded by Laila Kollmann to nominate Aaron Graves as Chair and Melissa Kurry as Vice Chair. With no further discussion, these nominations were approved by a voice vote of the Advisory Board.
- County Board of Supervisors Annual Renewal Outcome and Next Steps
 - CAO Cuming reviewed the protest percentage. Bram noted that the survey should be weighted based on TOT contribution. The board discussed concerns about how the CBID has been asked to spend the monies in a way that hasn't been requested. Laila noted that the organization is "in the trenches" with the local fund area boards and are heavily connected to the communities and constituents. Bram concurred noting the strength of the local fund area in Cambria. Perceived conflict of interest concern was expressed based on the fact that the supervisor who led the June 3rd BOS conversation has family members who are affiliated with two of the properties that protested the renewal.

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Via Zoom Emily reviewed the 1994 Formation timeline and scope of work. She confirmed that the 10-month contract includes a clause for continuation of the 1989 District if it goes beyond the 10-month timeframe.

The composition of the steering committee members was discussed to ensure we had all areas and all lodging types and sizes represented. Laila asked about meeting with county staff and Emily confirmed that Civitas would be taking the lead role. It was agreed that concerns would best be voiced directly by the lodging owners. Aaron clarified that the process is for a lodging survey to be compiled, and CAO Cuming confirmed that is accurate. Bram asked who at the county would be the best contact and Tessa confirmed that it would be the County CAO. Aaron spoke on the importance of the survey being concise to demonstrate a strong response.

Tessa inquired about the approval process for funding of the 1994 district formation within the ordinance, and Emily said that the CBID board does have the authority to approve these efforts. It was noted that the Board of Supervisors (BOS) motion does not require that the survey results be presented to the BOS. Tessa asked the board to consider what would happen if the BOS wants the organization to be managed differently.

A motion was made by Bram Winter and seconded by Aaron Graves to approve \$66,000 for the Civitas scope of work related to the 1994 formation. With no further discussion, the motion was approved by a voice vote of the board.

Future Agenda Items

None

Closing Comments & Adjournment

None

The meeting was adjourned at 4:25pm.

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

Minutes | September 24, 2025 | Cambria Pines Lodge

CBID Board Members Present: Gary Setting, Melissa Kurry, Laila Kollmann, Mike Hanchett, Aaron Graves

Absent: Bram Winter

County Liaison: Tessa Cornejo

Staff: Cheryl Cuming, CAO

Guests: Lisa Belsanti (Visit SLO CAL), Lori Keller (Momentum Strategies), Emily Brown (Civitas; via Zoom)

Call to Order

2:06pm

Public Comment

None

Information Items

- Upcoming board meeting dates are October 22 and December 3 (combo November-December)

Administrative Items

- Roll Call: Gary Setting, Melissa Kurry, Laila Kollmann, Mike Hanchett, Aaron Graves are present

Consent Agenda

- Minutes: A motion was made by Melissa Kurry and seconded by Gary Setting to approve the July 23 minutes with amendment. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Mike Hanchett abstained.

Discussion Items

None

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

- Local Advisory Board Applications
 - Cambria: A motion was made by Laila Kollmann and seconded by Gary Setting to approve Angel Gonzalez and Georgia Legg, contingent upon receipt of a signed representative designation form for Legg. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Los Osos: A motion was made by Gary Setting and seconded by Laila Kollmann to accept the renewals of Curtis Armstrong and Pandora Nash-Karner. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Edna/AG Valley: A motion was made by Mike Hanchett and seconded by Melissa Kurry to accept the renewal of Leigh Woolpert. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
- Constituent Survey: Tessa acknowledged the improvement from the prior staff call; notation was made on the additional pie chart inclusion from the Annual Report and other minor edits. A motion

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was made by Laila Kollmann and seconded by Mike Hanchett to approve the survey with the requested changes. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

None

Closing Comments & Adjournment

None

The meeting was adjourned at 2:25pm.

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

Minutes | October 22, 2025 | Cambria Pines Lodge

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

Absent:

County Liaison:

Staff: Cheryl Cuming, CAO

Guests: Matt Halvorson (Visit SLO CAL)

Call to Order

2:05pm

Public Comment

None

Information Items

- Upcoming board meeting dates are December 3 (combo November-December) and January 28, 2026
- At the October 7 Board of Supervisors meeting, the supervisors approved moving from a CAO model to a CEO model of governance. The County Administrative Office will now be called Executive Office, and Matt Pontes new title will be County Executive Officer.

Administrative Items

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

Consent Agenda

- Minutes: A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the September 24 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Bram Winter abstained.

Discussion Items

None

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

- Cambria Tourism Board Cure & Correct Letter: CAO presented a draft response to Christina Galloway's Cure and Correct letter dated October 6. Mike and Bram, who are aware of the work done by the North Coast Advisory Council (NCAC), asked about Christina Galloway's involvement. CAO Cuming noted that Ms. Galloway has been attending the Cambria Tourism Board meetings recently. Bram has a suggested revision, and overall the board supports the drafted response. CAO Cuming noted that the final version would go before the Cambria Tourism Board at their November meeting. There was no public comment.

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A motion was made by Laila Kollmann and seconded by Gary Setting to approve the letter with the suggested edit. With no further discussion, the motion was approved by a voice vote of the Advisory Board. All in favor. Motion passes. •

Future Agenda Items

- Los Osos board renewal for Jamie Wallace

Closing Comments & Adjournment

None

The meeting was adjourned at 2:19pm.

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

Minutes | December 3, 2025 | Cambria Pines Lodge

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

Absent:

County Liaison:

Staff: Cheryl Cuming, CAO

Guests: Lisa Belsanti (Visit SLO CAL)

Call to Order

2:06pm by Chair Graves

Public Comment

None

Information Items

- Upcoming board meeting dates are January 28 and February 25, 2026

Administrative Items

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

Consent Agenda

- Minutes: A motion was made by Melissa Kurry and seconded by Gary Setting to approve the October 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

Discussion Items

None

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

- Local Advisory Board Applications
 - Los Osos: A motion was made by Bram Winter and seconded by Mike Hanchett to approve the renewal of Jamie Wallace to the Los Osos | Baywood board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.
 - Cambria: A motion was made by Mike Hanchett and seconded by Gary Setting to approve the appointments of Georgia Legg and Angel Gonzales to the Cambria Tourism Board. With no further discussion, the motion was approved by a voice vote of the Advisory Board.

Future Agenda Items

None

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Closing Comments & Adjournment

None

The meeting was adjourned at 2:12pm.

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