



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

Board Meeting Minutes

April 26, 2017

12:00 p.m.

Apple Farm ~ Garden Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, Bram Winter, Mike Hanchett
County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: John King (unexcused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton, Michelle Wright (Core Marketing Team); Sarah Taylor Maggelet (SLO CAL); AJ Fudge (CC Art & Music Festival); Jessica Blanchfield, Carissa Schwabenland (Archer & Hound)

Call to Order

by Chair Laila Kollmann at 12:06 p.m.

Public Comment

Laila welcomed Archer & Hound, as well as Sarah and AJ.

Administrative Items

- Roll Call

Laila Kollmann, Mike Hanchett, Shirley Lyon, Lori Keller, Bram Winter and Matt Masia present. John King is absent.

- Chairperson Report

Laila noted the Highway 1 closure outreach efforts. Mike said their property is a bit off for same day walk-ins. Jessica summarized the outreach for Cycle Central Coast and the ability to ride Highway 1 when road is clear.

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Bram Winter, to approve the March 22 minutes. With no further discussion, these minutes unanimously were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the assessment progress against budget and noted \$144,000 in contingency.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Local Fund Area (LFA) binders for new local fund board members. Sarah Maggelet provided the SLO CAL report including county process for bringing vacation rentals into compliance.

- Upcoming Events

Next board meetings will be May 24 and June 28.
SLO CAL Tourism Exchange is May 11.

Business/Presentations

- **BlendFest**

Jennifer Porter was unable to attend. CAO Cuming will confirm availability for May meeting.

- **#UnlockYourAdventure**

AJ Fudge presented the Art & Music Festival in Cayucos that will be held in August with the #UnlockYourAdventure shoulder season promotion from October through March. Mike asked about technology and who is handling. AJ confirmed that there are 2 potential vendors and the app will be custom created. Mike asked about marketing and AJ said she will deliver out-of-area messaging through mobile devices. Matt asked about percentage dedicated to marketing and AJ confirmed that a total of \$15,000 will be invested. Jessica asked about Cambria being involved and AJ said she is open to expansion in 2018. Lori inquired about lodging participation and AJ provided information about how properties can

offer an experience for #UnlockYourAdventure. Lori expressed her concern with the lack of participation in these types of offers in the past. Matt asked how it will integrate with H1DR's winter ad campaign. Nikki asked AJ what other festivals she has been involved in, and AJ confirmed her past involvement. Laila asked about having the photo and video assets shared, and AJ confirmed they would be shared, and noted the importance of sharing the email addresses gathered.

Discussion Items

- **Strategy/Topic Discussion**

None

- **Core Marketing Team & Stewardship Program**

Kaci shared results from the Roam campaign, noting 11,500 new names have been added to the database. She also touched on native advertising results and social media impressions (916,000+) with almost 250,000 video views. Spring campaign details were provided with the messaging evolution of "Our Roads are Open to Roam". John Sorgenfrei noted the details of the media plan, including SF Gate. Bill noted that the Roam campaign and H1DR map won a bronze Addy award, and the website won a silver Addy award. Bill also addressed the drone film effort to expand the asset library, and reviewed the web enhancement projects schedule through June. It was confirmed that the H1DR activity on TripAdvisor is now ranking #13.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Governance: Discussion of next steps with the CMT and need to confirm. CAO Cuming confirmed 90-day timeline with RFPs submitted on 2/2 with deadline on 5/2. The board discussed the overall approach for 2017 | 2018 budget, planning and marketing. The board supports placing on the May agenda to extend CMT to June 2018. They seek to have all costs at net, including media and all other hard costs.

Marketing: Laila noted that the MSC recap was included in the board packet, and asked if there were any questions.

Events: No report

Action Items

Strategic Plan: Chair Laila Kollmann reviewed the overall process and CAO Cuming reviewed the final edits from the 3/22 board meeting. Matt asked if \$20,000 for the Operational Planning is within the budget and CAO Cuming confirmed that it would need to be funded through contingency. Lori asked Matt if there are areas we are missing and Matt indicated he felt overwhelmed by the details as the majority of the board just became involved last month. Lori noted the operational plan will bring it to life and provide an

action plan. Mike suggested the board focus on initiatives in order to understand if they support the direction and then in turn, support funding the operational plan.

A motion was made by Mike Hanchett and seconded by Shirley Lyon, to approve the "draft" Strategic Plan as provided and agree that the plan will evolve as the operational plan develops. Matt Masia abstained indicating that he's not comfortable based on the limited information he has been provided to date.

A motion was made by Laila Kollmann to approve \$20,000 from the contingency for the operational plan as presented. Motion didn't carry. Laila re-motivated, and new motion was seconded by Shirley Lyon, to approve \$20,000 for the plan. Bram and Mike asked to see an example of SLO CAL's operational plan before proceeding. Motion was withdrawn and further discussion will be placed on May agenda following receipt of a sample operational plan.

Cambrian Opinion: Laila reminded the board of the conversation from the last meeting and asked whether CTB was going to respond. Bram recapped discussion from the CTB meeting about opinion letter written January 25, 2017. Shirley suggested they promote STP so locals are aware of what is being done. The board did not support a response at this time, and suggested PR efforts be explored at the local level.

Local Fund and Matching Fund Applications

Cambria Olallieberry Festival:

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve \$1,000 in matching funds for Cambria Olallieberry Festival. With no further discussion, the motion was approved by a voice vote of the advisory board. Matt Masia opposed.

Avila Beach STP clean-up bags:

A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve \$6,320 for the new STP clean-up bags. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

San Simeon Gateway signage:

Mike Hanchett provided a history of the gateway sign and the progress to date. He will need to confirm final details and who will get the landscape contract.

A motion was made by Lori Keller, and seconded by Shirley Lyon, to approve \$24,999. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Oceano Nipomo TJA Marketing:

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve \$5,600 for social media and spring advertising with TJA. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Event Focus Funding | #UnlockYourAdventure:

The Board discussed at length and was concerned with AJ's ability to obtain 5,000 respondents, that AJ is the only person involved, and risk that this 'new' approach may not yield results promised.

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve \$7,500 for #UnlockYourAdventures shoulder season promotion. Lori asked about performance pay based on deliverables. Laila called for a show of hands: Shirley, Matt and Bram were in support; Lori and Mike were opposed; Laila abstained. Motion did not pass. Board requested additional information.

The board will invite AJ back in May to address questions.

Revamped Funding Guidelines & Application

The revamped funding guidelines and application will launch on May 1.

Future Agenda Items

Contract renewal for Admin & Financial services (May)

Influence survey data

Continuing discussion about Local Fund Operations | Duplication of effort

STP presentation

2017 | 2018 Budget

CMT: Budget, contract, marketing plan

Closing Comments

None

Adjournment

The meeting was adjourned at 3:09 p.m.