



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

Board Meeting Minutes

May 24, 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, John King

County Liaison: Nikki Schmidt (absent); CAO Cheryl Cuming

Absent: Bram Winter (excused), Mike Hanchett (excused)

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton, Michelle Wright (core marketing);

Sarah Taylor Maggelet (SLO CAL); AJ Fudge; Katie Sturtevant; Carissa Schwabenland
(Archer & Hound)

Call to Order

by Chair Laila Kollmann at 12:09 p.m.

Public Comment

None

Administrative Items

- Roll Call

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

- Chairperson Report

Laila thanked everyone for attending and acknowledged families. She also noted the Tourism Exchange and provided an overview as well as the work with the CMT and Coraggio Group.

- Consent Agenda

A motion was made by Matt Masia, seconded by Shirley Lyon to approve the April 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. John King abstained.

- Financials

CAO Cuming reviewed the draft budget and John King asked about the larger contingency.

- Administrator's Report and Partner Update

CAO Cuming shared Beach Towns publication. She also noted that the WineCoastCountry trademark was due for renewal. Sarah Maggelet reviewed the SLO CAL progress and the year in review document. John King asked about the cost to get recommendation for conference center.

- Upcoming Events

Next board meetings will be June 28 and July 26. August meeting date is TBD. Lori Keller has been appointed to SLO CAL board.

Business/Presentations

- **Stewardship Travel**

Katie Sturtevant reviewed the 2016/17 recap and looked ahead at priorities for 2017/18. John King asked about the STP value to supporting 'heads in beds' and a need to understand how this program will bring visitors to the area. John Sorgenfrei noted the importance of history and supports the idea of a heritage trail. Lori Keller suggested locally advocating the impact of the program to SLO CAL to help spread the word.

- **#UnlockYourAdventure**

AJ Fudge provided a PowerPoint presentation. Laila Kollmann moved the Action Item related to CBID Event Focus Funding up on the agenda to allow for discussion immediately following AJ's presentation. Matt Masia asked about the 5,000 attendees and how they will spread word of mouth that translates into return visitors during shoulder season. AJ

specified that a code is only needed at the festival. John King asked about the festival happening later in the year and AJ indicated that it is intentionally planned during busy season to gather data for a shoulder season launch. Laila asked about Avila Beach and San Simeon installations and AJ confirmed that the first one would be done in Cayucos. Matt inquired about how it will grow in the future and AJ hopes to get more communities on board once they see how it worked for Cayucos. Matt also asked for clarity on the benefit to H1DR. AJ indicated the data, 5000 email addresses, and additional exposure to new visitors as the benefits. John King noted the importance of pushing shoulder season business and wants to see the event built out from August through March so offseason business is created. Shirley commented that with schools starting earlier that vacation rentals do have opportunities in August. Matt confirmed that the CBID investment is fully for out-of-area marketing.

A motion was made by Shirley Lyon and seconded by John King to approve \$7,500 in Event Focus funds. With no further discussion the motion was approved by a unanimous voice vote of the advisory board.

Discussion Items

- **Strategy/Topic Discussion**

Laila laid the groundwork in how to progress with the strategic plan. CAO Cuming reviewed discussions with Coraggio Group and their ability to return and do a deeper dive on how each imperative was reached. Matt Masia questioned the value and payoff; he's concerned about the investment of time and money and the end results that will come of it.

- **Core Marketing Team & Stewardship Program**

Kaci Knighton shared the drone teaser. John King emphasized providing to the local funds. Kaci also reviewed the marketing results, highlighting 2015/16 results and 2016/17 year-to-date efforts. John Sorgenfrei asked for board feedback once they've had time to review.

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

Governance: CAO Cuming annual review recap provided by Laila. CAO Cuming thanked the board and reviewed the areas for improvement.

Marketing: MSC recap was included in the board packet.

Events: No report

Action Items

Coraggio Group: A motion was made by Shirley Lyon and seconded by Lori Keller to approve \$2,500 plus travel expenses for Coraggio to recap the Strategic Plan work at the 6/28 board meeting. With no further discussion, the motion was approved by a voice vote of the advisory board.

COLA approval for CAO: A motion was made by Shirley Lyon and seconded by Lori Keller to approve a 3.5% increase. With no further discussion the motion was approved by a voice vote of the advisory board. John King abstained.

Local Fund and Matching Fund Applications

Cayucos Art & Music Festival/ #UnlockYourAdventure:

A motion was made by Shirley Lyon and seconded by John King to approve \$7,500 in matching funds. With no further discussion the motion was approved by a voice vote of the advisory board.

Future Agenda Items

CMT contract (June)

2017 | 2018 Budget approval

Influence survey data

Continuing discussion on local fund operations/duplication of effort

Closing Comments

None

Adjournment

The meeting was adjourned at 2:41 p.m.