

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

Board Meeting Minutes

June 28, 2017

11:00 a.m.

Apple Farm ~ Harvest 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, Bram Winter, Mike Hanchett

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

Guests: John Sorgenfrei, Bill Stansfield, Kaci Knighton (Core Marketing Team; Jim Bahringer, Jill Jackson (CTB); Jessica Blanchfield, Carissa Schwabenland (Archer & Hound); Matthew Landkamer (Coraggio Group)

**Call to Order & Roll Call**

by Chair Laila Kollmann at 11:06 a.m. Laila Kollmann, John King, Shirley Lyon, Lori Keller, Matt Masia, Bram Winter and Mike Hanchett are present.

**Public Comment**

None

**Presentations**

None

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## **Discussion Items**

- **Strategy/Topic Discussion - Coraggio Group**

Chair Laila Kollmann introduced Coraggio Group and Matthew Landkamer to review the strategic plan recap. The board agreed that they are unclear once the proposed plan is implemented - what happens next. The agenda covers seven areas, starting with Plan Development Process and concluding with Next Steps.

Matthew shared insights report from 22 interviews done as the planning process began. He reviewed the common themes and touched on input and comments. The plan decision making was reviewed next. Matthew stepped back to acknowledge the Clarity section of the plan, including mission, values, reputation and position.

Next, the board reviewed the 3 imperatives and the associated initiatives for each. Mike Hanchett confirmed that the three imperatives will support the CBID's mission. Matthew confirmed that the strategic plan will allow the organization to "do things better" going forward. The board discussed questions around the imperatives and then moved ahead to discuss implementation. The board supports changing future CBID agendas to add the strategic plan discussion to each meeting. It was agreed that the board priorities must be identified. John King said he wants to better understand where SLO CAL is headed. Mike Hanchett said he always wants to strive to do better. John Sorgenfrei noted that H1DR is an important part of the growth and process with SLO CAL. John King said he also looks to evolve the relationship with EVC. Laila Kollmann said she senses that the board supports moving ahead, remaining closely connected to SLO CAL while making sure to keep an eye on local fund progress.

Matthew asked each board member to prioritize initiatives into their top three:

1. Enhance the board's partnership with SLO CAL, including marketing plan alignment, advocacy and infrastructure (Lori Keller, Bram Winter, Mike Hanchett, John King, Matt Masia)
2. Assess options to evolve the organization to meet future needs (Laila Kollmann, Lori Keller, Bram Winter, Matt Masia)
3. Tie between 2 initiatives:  
Collaborate with LFAs to evaluate, inform, and improve their working relationships with each other and the CBID (Mike Hanchett, John King, Matt Masia)  
Identify optimal brand architecture for CBID (Laila Kollmann, Bram Winter, Mike Hanchett)

The board agreed to the formation of a sub-committee with one board member and a strategic planning team member. CAO Cuming will identify next steps and resources for board priorities, and bring back a recommendation from the sub-committee to the July CBID Advisory Board meeting.

- **Core Marketing Team & STP**

The CMT budget was reviewed, Kaci reviewed the details of the \$755,000 marketing investment. Lori Keller stated that with a \$1.3 million overall budget and \$300,000 earmarked for advertising she's concerned that the LA and SF markets are expensive and that the CBID isn't "making a ripple" with the amount allocated. John Sorgenfrei noted that the \$232,000 in content creation and SEO should be considered part of the advertising investment.

CAO Cuming reviewed the STP contractor scope and Kind Traveler sponsorship.

### **Action Items**

**Operations Plan Development w/Coraggio Group:** The board agreed to table funding of the operational plan until the sub-committee meets and confirms next steps.

A motion was made by Shirley Lyon, and seconded by Matt Masia, to table funding for now. With no further discussion, the motion was approved by a voice vote of the advisory board.

### **Local Fund and Matching Fund Applications**

**Cambria Archer & Hound 2-year marketing contract:**

A motion was made by Matt Masia, and seconded by John King, to approve \$600,000 for the two-year contract. With no further discussion, the motion was approved by a voice vote of the advisory board.

**Cambria Film Festival:**

Mike Hanchett asked if the organizer has plans to scale up in the future. Lori is unsure why a new film festival is being created separately from the existing film festival. Matt does not support matching fund program overall. John King noted that Cambria does have a chance to focus on new draws to the area and hopes that the first year will show results.

A motion was made by Bram Winter, and seconded by Mike Hanchett, to approve \$4,500 for the festival sponsorship. Lori Keller and Matt Masia opposed. With no further discussion, the motion was approved by a voice vote of the advisory board.

**Avila Beach SLO Wine Harvest on the Coast:**

A motion was made by Shirley Lyon, and seconded by Mike Hanchett, to approve \$15,000 for the SLOWine Harvest on the Coast sponsorship. With no further discussion, the motion was approved by a voice vote of the advisory board.

**Avila Beach TJA 3-month contract extension:**

Mike Hanchett asked Lori Keller and John King if they supported and Lori said it would be

good to take a step back and more closely evaluate how the next FY monies will be spent in marketing.