



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

**Wednesday, January 24, 2018, 12pm – 2pm**

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

**Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Administrative Items**

- Roll Call
- A-1, A-2** • Consent Agenda - Minutes
- A-3** • Financials | Balance Sheet, Administrator Report, and Partner Updates
  - Carryforward
- Upcoming Events/deadlines
  - Board Meetings: February 28<sup>th</sup> (Lori unable to attend) and March 28<sup>th</sup>

**Presentation/s (please limit to 15 minutes unless otherwise noted)**

**Discussion Items**

- B-1** • Strategy/Topic Discussion
  - Updating the Bylaws
- Core Marketing Team and Stewardship Program
  - Response to audit
- Committee Reports & Recommendations
  - Marketing: meeting not held
- B-2, B-3** • Strategic: Strategic Marketing immersion 1/8/18; recap SLO CAL meeting 1/18/18
- B-4** • Governance: recap 1/3/18 meeting

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

- B-2** • Strategic Marketing Vision Summit outcomes
- C-1** • Vingage Consulting role
- Database content engagement
- C-2** • Funding Applications
  - Avila Beach: Visitor TV at airport \$11,880
  - San Simeon: Visitor Center \$43,650
  - All other applications are at or below \$4,999

**Future Agenda Items**

**Closing Comments**

**Adjournment**



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

Board Meeting Minutes

December 13, 2017

12:00 p.m.

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

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter, Matt Masia

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: John King (excused)

Guests: Jen Porter (PasoWine), Brad Rubin (Vingage)

**Call to Order**

At 12:02 p.m.

**Public Comment**

Nikki Schmidt noted that the Board of Supervisors will meet twice a month starting in 2018.

Mike Hanchett provided an update on Highway 1 that rock is being brought in from Porterville to prepare a road over the slide and moving dirt north. Progress will be dependent on weather; currently working at a pace of 25 feet per day.

## **Administrative Items**

- Roll Call

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

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Mike Hanchett, to approve the November 15, 2017 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the financials including that \$440,539 was collected in BID assessments during July through October, a decrease of \$20,000 year over year. Carryforward amount is still under review.

- Administrator's Report and Partner Update

CAO Cuming reviewed admin highlights. Shirley asked if the free movie details could be shared with local schools. CAO Cuming provided an update on the cannabis ordinance, confirming that it will go into effect on December 27, 2018.

- Upcoming Events

Next board meetings will be January 24, 2018 and February 28, 2018.

## **Presentations**

- **BlendFest**

Jen Porter, Paso Robles Wine Country Alliance, presented details on the February 2018 BlendFest event, noting that in 2019 the venue will be confirmed at Hearst Warehouse if the minor-use permit is secured. She provided a brief recap of prior events and summarized the schedule for February 9-11, 2018. Thirty wineries will participate, and the advertising focus will be Southern and Northern California to attract 70% of attendees from out of county. Jen confirmed that guests will be asked where they stayed and how many nights. The organization projects 381,000 impressions with public relations, email and social media. CAO Cuming shared John King's comments to encourage additional investment in out-of-area marketing. Brad Rubin asked if there will be a native campaign as people purchase tickets to potentially increase stay duration. Lori Keller asked if the funding request is the same as last year and Jen confirmed that it is.

## **Discussion Items**

### **• Marketing Audit**

CAO Cuming introduced Brad Rubin. Chair Laila Kollmann asked the board to consider the strategic direction of the CBID as they listen to details of the audit. The audit was conducted to inform a strategic marketing plan which will be the framework for a future RFP. Brad reviewed five areas: website data audit; website design; SEO; content marketing; and digital marketing including AdWords, social and email. Brad presented his assessment including a SWOT for each area.

Following the audit presentation, the board discussed impacts on current spending with the Core Marketing Team:

- Cease SEO
- Cease lead generation and dynamic advertising
- Continue CDSC promotion
- Continue RRT promos
- Bare minimum on website maintenance
- Confirm cloud hosting
- Address site load speed

CAO Cuming will confirm with the CMT that the CBID Board has an expectation that hours will reduce based on the above directives.

## **Committee Reports & Recommendations:**

**Marketing Committee:** CAO Cuming summarized the committee report. The board discussed the Visit Widget. Matt Masia asked about the current investment with the CMT and contract details. CAO Cuming confirmed that the October invoice reflected a \$1,083 per day investment in CMT hours.

**Strategic Plan:** CAO Cuming reviewed the strategic marketing plan scope with Coraggio Group. Matt Masia said that he supports the investment and Mike Hanchett noted that it's being spent monthly now, and a more strategic direction would be most prudent. Lori Keller added that the Coraggio strategic work with the CBID has allowed the board to focus on its future. CAO Cuming reviewed the 2018 steps and timing for January through June 2018 including audit next steps, strategic marketing planning process and RFP development. Nikki Schmidt will discuss with the county purchasing department and confirm the new spending parameters that would require an RFP.

The board discussed, at length, where the CBID resides in the funnel and where it fits in relation to the LFAs. Shirley Lyon asked if a marketing plan was needed if they no longer continue marketing the H1DR as a regional marketing organization. Mike Hanchett feels we need to better rationalize our efforts and determine where the CBID fits. Lori Keller noted that there is an option to focus CBID efforts on the local fund areas. Bram asked if the scope should change to focus on where they are in the funnel. Mike reiterated the need to determine how the CBID will exist. Lori noted that a strategy to connect further with SLO CAL could be a viable alternative.

## **Action Items**

**Strategic Marketing Plan:** A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve \$39,000 for the Coraggio Group strategic marketing plan with the caveat that the scope include an environmental audit, a brand architecture review and a determination on where the CBID fits within the decision funnel in relation to other DMOs. With no further discussion, these Coraggio scope was approved by a voice vote of the Advisory Board.

**Visit Widget:** A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to table until the board has the results of the strategic marketing plan.

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

**BlendFest:** Lori Keller asked how the board can better assess ongoing event support. Mike Hanchett confirmed an interest to build a relationship between the Paso Robles wine experience and coastal stays. There has been past discussion that the CBID Advisory Board should look to diminish funding support as an event gets off the ground. Laila Kollmann noted that the Sea Glass Festival looks to LFA funding to support its out-of-area marketing efforts.

A motion was made by Shirley Lyon, and seconded by Bram Winter, to approve an amount up to \$7,500 for San Simeon. With no further discussion, the funding was approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve up to \$7,500 for Cambria. With no further discussion, the funding was approved by a voice vote of the Advisory Board.

A motion was made by Lori Keller, and seconded by Bram Winter, to approve \$5,000 from the CBID event focus funds. With no further discussion, the funding was approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

## **Future Agenda Items**

Funding decision appeal process

SLO CAL's position on cannabis

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)

- Continuing discussion on local fund operations/duplication of effort

## **Closing Comments**

None

## **Adjournment**

The meeting was adjourned at 3:37 p.m.



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

Special Board Meeting Minutes

January 8, 2018

2:00 p.m.

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

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Mike Hanchett, Laila Kollmann, Lori Keller, Matt Masia

County Liaison: CAO Cheryl Cuming

Guests: Matthew Landkamer and Colin Stoetzel, Coraggio Group

**Call to Order**

At 2:13 p.m.

**Public Comment**

None

**Presentation:** Coraggio Group

**Discussion Items**

**Strategic Marketing Plan:** Coraggio review matrix of assets, brand architecture, decision criteria, buying funnel and timeline. Please refer to the Coraggio recap for details.

**Asset Matrix:** Asset alignment occurred in beach/coastline, scenic beauty, outdoor activities and heart elements (relaxation, welcoming and emotional connection).

Competition (Monterey County, Mendocino County, Sonoma County, Napa County, Santa Barbara County and Ventura County) is strong but lacks 'heart'. Highway 1 was most connected to our North Coast communities.

**Funnel:** Board agreed that CBID has a strong hold in the discovery phase and should focus on increasing the awareness of Highway 1 within SLO CAL.

**Brand architecture:** Colin reviewed possible models, including branded house, house of brands and blended brands. Board agreed the CBID is a blended brand. Agreed that none of our incorporated communities can stand alone in promoting themselves. We should focus on a way to 'link' them together, and the Highway 1 provides the most logical brand connection.

The board talked at length about how we should consider migrating the Highway 1 brand towards SLO CAL by aligning and supporting each other's brands. It was suggested that the CBID considers promoting Highway 1 as an asset (see asset matrix discussion). Shirley asked about timing, and Matthew noted that we should look at a future scenario where SLO CAL can provide a coat tails partnership, whereby the CBID promotes the 'best of Highway 1' within the SLO CAL brand.

**Decision criteria:** The agreed upon decision criteria are:

- Should align with SLO CAL strategies
- Support and drive visitation in-market
- Follow the bylaws
- Provide clarity and efficient use of funds
- Is equitable across communities
- Aligns with current strategic plan
- Gives us direction on how to write the strategic marketing plan
- Gives information to support a decision around brand architecture and funnel position in the January CBID Advisory board meeting

Matthew reviewed the January – March timeline (details included within Coraggio recap).

Mike asked about the future state scenario of the sales funnel, how we more clearly define our target and the CBID's role.

Shirley asked about the status of our website, and Colin noted that we must drive results to the area where we reside in the funnel – which is discovery. Shirley also noted the importance of Stewardship, and Colin suggested that we covered it with the 'emotional connection' piece of the asset matrix.

Mike asked Coraggio about their insights from the recent audit, and they agreed that it was difficult to easily find information on our current site, and the audit was tough but fair.

Shirley asked how we evolve the LFA website structures, and Colin noted that we consider a shift from supporting to educating, and teach them how alignment with the Highway1 effort would be beneficial.

Shirley also recommended we restructure our bylaws to improve how we can work more collaboratively between the CBID and the LFAs.

CAO Cuming confirmed that the Coraggio recap will be included within the January board packet, and the board agenda will include an action item to determine the CBID Advisory Board's support of our funnel position and our brand architecture recommendations.

**Closing Comments**

None

**Adjournment**

The meeting was adjourned at 3:15 p.m.

JAMES P ERB, CPA  
SAN LUIS OBISPO COUNTY AUDITOR- CONTROLLER- TREASURER - TAX COLLECTOR - PUBLIC ADMINISTRATOR

**MONTHLY SLOCTBID RECONCILIATION**  
**FISCAL YEAR 2017-18**  
**Month Ending: November 30, 2017**

PREPARED BY :  
Jeannine Edwards

APPROVED BY :  
\_\_\_\_\_

DATE December 21, 2017

DATE : \_\_\_\_\_

<b>SLOCTBID-Undistributed</b>						
<b>Account 3100500003-2601852 Balance :</b>		<b>1,751,997.25</b>				
<b>Adj for November 2017 Activity Deposited in December 2017</b>		<b>8,053.05</b>				
<b>Subtotal:</b>		<b>1,760,050.30</b>				
<b>Prior FY Undistributed</b>		<b>(1,584,479.93)</b>				
<b>Prior Periods Undistributed</b>		<b>(179,773.15)</b>				
<b>Current Period Distributed</b>		<b>178,147.39</b>				
<b>Adjusted SAP Balance</b>		<b>173,944.61</b>				
<b>HdL TOT/BID System</b>						
<b>Summary Deposit Report</b>	<b>Month Ending 11/30/17</b>	<b>173,944.61</b>				
+\$8,053.05 for November revenue deposited in December 2017.						
Difference		\$ -				
Total:		0.00				
<b>HdL TOT/BID System</b>						
<b>Area Report</b>	<b>Total BID</b>	<b>2% Admin Fee</b>	<b>Dist to Vendor</b>	<b>Dist to TC</b>	<b>Interest Pd</b>	<b>Undistributed</b>
Jul 2017	188,732.23	3,774.64	166,309.74			22,422.49
Aug 2017	246,605.24	4,932.10	239,148.46	3,774.64		3,682.14
Sep 2017	198,599.43	3,971.99	97,363.20	4,932.10		96,304.13
Oct 2017	206,628.07	4,132.56	145,291.69	3,971.99		57,364.39
Nov 2017	173,944.61	3,478.89	174,014.83	4,132.56		(4,202.78)
Dec 2017		0.00				0.00
Jan 2018		0.00				0.00
Feb 2018		0.00				0.00
Mar 2018		0.00				0.00
Apr 2018		0.00				0.00
May 2018		0.00				0.00
Jun 2018		0.00				0.00
<b>Totals</b>	<b>1,014,509.58</b>	<b>20,290.18</b>	<b>822,127.92</b>	<b>16,811.29</b>		<b>175,570.37</b>
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**BY LAWS OF THE  
SAN LUIS OBISPO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD (SLOCTBID)**

**ARTICLE I – GENERAL INFORMATION**

**Section 1: Purpose of the San Luis Obispo County Tourism Business Improvement District**

The San Luis Obispo County Tourism Business Improvement District (SLOCTBID) was formed, under the Parking and Business Improvement Area Law of 1989, to defray the costs of services, activities and programs promoting tourism which will benefit the operators of lodging businesses in the District through the promotion of scenic, recreational, cultural and other attractions in the District as a tourist destination. The Board of Supervisors adopted Title 3 Chapter 3.06 of the County Code (“SLOCTBID Ordinance”) to form and implement the SLOCTBID. The County Advisory Board was formed to assist the SLOCTBID to achieve its purpose and to comply with SLOCTBID Ordinance.

**Section 2: Boundaries**

The boundaries of the SLOCTBID shall be all properties in the unincorporated boundaries of the County of San Luis Obispo located within the North Coast, Estero, San Luis Bay Coastal, and South County Coastal planning areas set forth in the Land Use Element – Circulation Element of the San Luis Obispo County General Plan and within the San Luis Bay Inland, South County Inland, Los Padres, Huasna-Lopez and San Luis Obispo planning areas as set forth in Title 22, Chapters 22.106, 22.112, 22.100, 22.96, and 22.108 respectively.

**Section 3: Conflict of Interest and Code of Ethics**

- a. Members of the SLOCTBID Advisory Board shall not use their membership on the SLOCTBID Advisory Board to influence government decisions in which they have a financial interest or where they have an organizational responsibility or personal relationship that would present conflict of interest.
- b. Members shall be required to file Form 700 – State of Economic Interest annually.

**Section 4: Remuneration**

SLOCTBID Advisory Board members shall serve without pay except for reimbursement for expenses associated with travel outside of San Luis Obispo County on SLOCTBID business, subject to the prior approval of the SLOCTBID Advisory Board.

## **Section 5: Amendments**

These by laws may be amended by the Board of Supervisors, upon recommendations by a majority of the SLOCTBID Advisory Board.

## **ARTICLE II – THE COUNTY ADVISORY BOARD**

### **Section 1: Board Members**

- a. The SLOCTBID Advisory Board shall consist of up seven (7) members, with a minimum five (5). Board members shall be an owner, or designee employed by, of a hotel, motel, bed and breakfast or vacation home rental within the SLOCTBID;
- b. Board members shall be appointed by the Board of Supervisors. The Board of Supervisors shall consider recommendations from the County Advisory Board for subsequent appointments to the County Advisory Board;
- c. The initial members of the County Advisory Board shall serve staggered terms, with half of the initial Advisory Board members serving a two-year term, and the remaining members serving a four-year term. The length of the term for each individual member of the initial County Advisory Board shall be chosen by lot at the first meeting of the County Advisory Board. Thereafter, all members subsequently appointed to the County Advisory Board shall serve for four-year terms;
- d. Members of the County Advisory Board shall serve at the pleasure of the Board of Supervisors and may be removed by the Board of Supervisors at any time;
- e. If the members no longer represent the lodging establishment for which they were selected to the County Advisory Board, their seat will be vacated and a new member will be appointed representing the same jurisdiction in the SLOCTBID District.

### **Section 2: Functions and Duties**

The functions and duties of the SLOCTBID Advisory Board shall include, but not limited to, the following:

- a. Review the implementation of the SLOCTBID Ordinance adopted by the Board of Supervisors;
- b. Review the implementation of programs and activities funded through the SLOCTBID ordinance,

- c. Advise the Board of Supervisors on the amount of the SLOCTBID's area's assessments and on the services, programs, and activities to be funded by the Assessments,
- d. Plan and oversee a comprehensive program to promote:
  - general promotion of tourism within the SLOCTBID
  - marketing of the SLOCTBID for conferences, groups, and film business
  - marketing of the SLCOTBID to the travel industry in order to benefit the local lodging industry within the SLOCTBID
- e. Develop a sustainability and stewardship program which allows for the promotion of the SLOCTBID's cultural, environmental, recreational and historical assets which benefits local tourism and the lodging industry within the SLOCTBID;
- f. Shall be responsible for submitting to the County, within sixty days (60) of the close of the County's fiscal year, an annual report on the use of the tourism assessment, as required by Section 36533 of the law;
- g. Shall perform such other duties as required by law

### **Section 3: Termination of Membership**

Membership on the SLOCTBID shall be terminated in the event that:

- a. The member is not, or shall no longer be, an owner, or designee employed by, of a hotel, motel, bed and breakfast or vacation home rental within the SLOCTBID;
- b. Absences:
  - Unexcused: if a member is absent without the consent of the SLOCTBID Advisory board from three (3) meetings, whether regular or special, within six (6) consecutive calendar months, such absence shall result in the termination of the membership of the absence member.
  - An absence shall be excused if, prior to the meeting from which said member will be absent, said member notifies the Chair of his/her intent to be absent and the reasons therefore, provided, however, that a member shall be entitled to only two (2) excused absences within twelve (12) consecutive calendar months.
  - At each meeting, after the roll has been called, the Chair shall report to the SLOCTBID Advisory Board the name of any member who has so notified him/her of his/her intent to be absent and the reason for such absence

- c. The SLOCTBID Advisory Board, by an affirmative vote of the majority, may recommend removal of a member;
- d. Resignation:
  - Any SLOTCBID Advisory Board member may resign at any time by giving written notice to the Chair, who shall forward such notice to the SLOTCBID Advisory Board and County. Any such resignation will take effect upon receipt by the Chair or upon any date specified therein. The acceptance of such resignation shall not be necessary to make it effect.
  - Vacancies will be filled according to Section 4 of these By Laws.

#### **Section 4: Member Re-appointments and/or Filling of Vacancies**

All re-appointments of members and/or appointments in the event of a vacancy on the SLOCTBID Advisory Board shall follow the Maddy Act provisions, the SLOCOTBID ordinance and any other process established by the Board of Supervisors.

### **ARTICLE III – OFFICERS**

#### **Section 1: Officers**

- a. The officers of the SLOCTBID Advisory Board shall be a Chair, Vice-Chair, and Secretary;
- b. No SLOCTBID Advisory Board member shall serve more than two (2) consecutive one-year terms as Chair, Vice-Chair or Secretary;
- c. Any SLOCTBID Advisory Board member who is appointed to fill a vacant seat as Chair, Vice-Chair or Secretary mid-term shall not be precluded from thereafter serving as Chair, Vice-Chair or Secretary for two (2) consecutive one-year terms, so long as the initial, partial term is less than six (6) months;
- d. Upon the majority vote of the SLOCTBID Advisory Board present at a regular or special meeting, any officer may be removed from office, and a successor elected.

#### **Section 2: Election**

- a. The Chair, Vice-Chair and Secretary shall be elected from among the members of the SLOCTBID Advisory Board annually;
- b. The regular term of appointment for the officers shall be one (1) year;
- c. Officers of the SLOCTBID shall hold office until their successors are elected and in office. Any such officer shall not be prohibited from succeeding him/herself.

- d. Vacancies: should any of the offices of Chair, Vice-Chair or Secretary become vacant, the SLOCTBID shall elect a successor from among the members of the SLOCTBID Advisory Board at the next regular or special meeting, and the office shall be held for the unexpired term of said office.

### **Section 3: Chair**

- a. The Chair shall preside at all meetings of the SLOCTBID Advisory Board meetings;
- b. The Chair, in consultation with the Vice-Chair and Secretary, will prepare and post all meeting agendas, recommendations and information at such meetings as reasonable and proper for the conduct of business affairs and policies of the SLOCTBID Advisory Board;
- c. The Chair may sign documents necessary to carry out the business of the SLOCTBID Advisory Board;
- d. The Chair will act as liaison between the SLOCTBID Advisory Board and the County and the designated County marketing contractor.

### **Section 3: Vice Chair**

- a. The Vice-Chair shall preside at all meetings of the SLOCTBID Advisory Board meetings in the absence or incapacity of the Chair;
- b. The Vice-Chair will assist the Chair and Secretary in the preparation and posting of all meeting agendas, recommendations and information at such meetings as reasonable and proper for the conduct of business affairs and policies of the SLOCTBID Advisory Board;
- c. The Vice-Chair may sign documents necessary to carry out the business of the SLOCTBID Advisory Board in the absence or incapacity of the Chair;
- d. The Vice-Chair will act as liaison between the SLOCTBID Advisory Board and the County and the designated County marketing contractor in the absence or incapacity of the Chair.
- e. In the event of death, resignation, or removal of the Chair, the Vice-Chair shall assume the Chair's duties until such time as the SLOCTBID Advisory Board shall elect a new Chair.

### **Section 4: Secretary**

- a. The Secretary shall preside at all meetings of the SLOCTBID Advisory Board meetings in the absence or incapacity of the Chair and Vice-Chair;

- b. The Secretary will assist the Chair and Vice-Chair in the preparation and posting of all meeting agendas, recommendations and information at such meetings as reasonable and proper for the conduct of business affairs and policies of the SLOCTBID Advisory Board;
- c. The Secretary may sign documents necessary to carry out the business of the SLOCTBID Advisory Board in the absence or incapacity of the Chair and Vice-Chair;
- d. The Secretary will act as liaison between the SLOCTBID Advisory Board and the County and the designated County marketing contractor in the absence or incapacity of the Chair and Vice-Chair;
- e. The Secretary shall prepare and distribute minutes for each regular or special meeting for the SLOCTBID Advisory Board's approval at the next regular or special meeting of the SLOCTBID Advisory Board.
- f. In the event of death, resignation, or removal of the Chair and Vice-Chair, the Secretary shall assume the Chair and Vice-Chair's duties until such time as the SLOCTBID Advisory Board shall elect a new Chair and Vice-Chair.

#### **Section 5: Additional Duties**

The officers of the SLOCTBID Advisory Board shall perform such other duties and functions as may from time to time be required by the SLOCTBID, these by-laws, or other rules and regulations, or which duties and functions are incidental to the office held by such officers.

#### **ARTICLE IV – MEETINGS**

- a. The SLOCTBID Advisory Board shall meet on the 4<sup>th</sup> Wednesday of each month, at a location accessible to the public, unless otherwise designated;
- b. A notice or agenda of each regular and special meeting shall be posted according to the provisions of the Brown Act (Government Code Section 54954.2); distribution of notices or agendas may occur electronically to SLOCTBID Advisory Board members;
- c. Minutes of each regular and special meeting of the SLOCTBID Advisory Board shall be prepared by the Advisory Board's Secretary and made available at the next regular or special meeting of the SLOCTBID Advisory Board;
- d. Meetings may be canceled upon the majority vote of the SLOCTBID Advisory Board. A notice of cancellation shall be posted according to the provisions of the Brown Act;

- e. A quorum shall be considered to be a majority of members present of the SLOCTBID Advisory Board;
- f. Right of the Public to Appear and Speak: at every regular meeting, members of the public shall have an opportunity to address the SLOCTBID Advisory Board on matters within the SLOCTBID Advisory Board's jurisdiction. Public input and comment on matters on the agenda, as well as public input and comment on matters not otherwise on the agenda, shall be made during the time set aside for public comment. The SLOCTBID Advisory Board Chair may direct public input and comment on a specific matter to a time that a matter comes up on the agenda. The Chair of the SLOCTBID Advisory Board may limit the total amount of time allocated for public discussion on particular issues and/or the time allocated for each individual speaker;
- g. Non-Agenda Items: matters brought before the SLOCTBID Advisory Board at a regular meeting which were not placed on the agenda of the meeting shall not be acted upon by the SLOCTBID Advisory Board at that meeting unless action on such matters is permissible pursuant to the Brown Act (Government Code Section 54950 et seq.). Those non-agenda items brought before the SLOCTBID Advisory Board that the Advisory Board determines will require Advisory Board consideration and action shall be placed on the agenda for a future meeting.
- h. All meetings to be Open and Public: All meetings of the SLOCTBID Advisory Board shall be open and public to the extent required by law. All persons shall be permitted to attend except as otherwise provided by law.

## **Strategic Marketing Plan: Vision Summit Recap** **Unincorporated SLO TBID**

January 17, 2018

Submitted by Coraggio Group

503.493.1452 | [coraggiogroup.com](http://coraggiogroup.com)



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coraggiogroup

## Assessing our Brand Offerings Against Competitor Offerings

We compared our assets (blue), functional decision-making criteria (green), and emotional decision-making criteria (orange). We observed the following:

- > Few of the ten unincorporated areas have enough assets to stand on their own as a destination
- > The competition, considering the offerings of nearby counties (bottom three rows), is very strong
- > Our emotional decision-making criteria align well with the brand promise expressed by Visit SLO CAL's rebrand
- > Highway 1 is one of the most recognizable assets in San Luis Obispo County (in the Visit SLO CAL Brand Lift study, 79% of respondents were very familiar with or had visited Highway 1)
- > As the Highway 1 Discovery Route is currently expressed, it is in competition with the messages from Visit SLO CAL

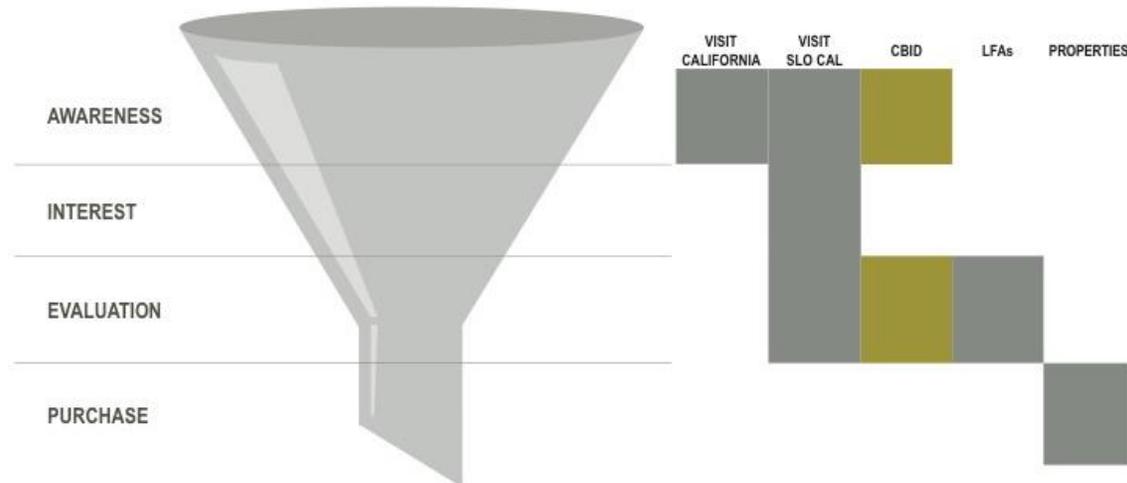
We concluded that:

- > The Unincorporated SLO TBID should continue to use Highway 1 as unified asset for the ten unincorporated areas in some form
- > Over time, it may make sense to migrate the Highway 1 brand towards the Visit SLO CAL brand, up to and including the possibility that it ceases to be a separate brand and becomes an asset promoted by both the CBID and Visit SLO CAL

	BEACH & COASTLINE	DINE & WINE	SCENIC BEAUTY	HIGHWAY 1	ARTS & HERITAGE	OUTDOOR ACTIVITIES	SHOPPING	EVENTS	ACCESS/ CONVE- NIENCE	AFFORD- ABILITY	RELAXATION	WELCOMING & FRIENDLY (SAFETY)	EMOTIONAL CONNECTION
RAGGED POINT													
SAN SIMEON													
CAMBRIA													
CAYUCOS													
LOS OSOS/ BAYWOOD													
AVILA BEACH													
OCEANO													
NIPOMO													
EDNA VALLEY													
ARROYO GRANDE VALLEY													
MENDO/ SONOMA/ NAPA													
MONTEREY													
SANTA BARBARA/ VENTURA													

## Understanding our Place in the Marketing Funnel—Current State

We discussed where the CBID exists in the visitor marketing funnel, and decided that our current role is to build **Awareness**— particularly through the Highway 1 Discovery Route and to direct visitors who have decided to visit the County towards our ten communities in the **Evaluation** phase—this includes using our database to re-market to past visitors.



In the future, as we change the way we utilize Highway 1 as an asset, we *may* choose to rely more on Visit California and Visit SLO CAL to build Awareness, and instead focus more of our efforts on winning in the **Evaluation** phase, setting our properties up to capitalize on that in the **Purchase** phase.

## The Future Role of the Unincorporated SLO TBID

We identified three areas in which our decisions will influence the work of the Unincorporated SLO TBID:

- > Aligning on Highway 1 as a unifying asset for the ten unincorporated areas (in a “blended house” brand architecture, where there is both a common brand and individual branding for each area) will influence decisions made in the Strategic Marketing Plan, which may influence future decisions on the structure of our organization.
- > The current role of the Unincorporated SLO TBID is to market the Highway 1 Discovery Route, but may migrate over time to a combination of marketing H1DR and leading the LFAs toward stronger organizational and marketing decisions, and may culminate in a role where the CBID is leading LFAs toward those stronger organizational and marketing decisions, while advising and supporting Visit SLO CAL in their marketing efforts for the region—effectively focusing on effective marketing of the ten localities while riding on the coattails of the awareness generated by Visit SLO CAL.
- > In general, the role of the CBID’s Chief Administrative Officer may migrate from a support role to an educational role.

## Verifying Against Our Decision Criteria

We used the following Decision Criteria to test the agreements made. Any decisions we make should:

- > Align with Visit SLO CAL strategies
- > Support and drive visitation in market
- > Follow our bylaws
- > Provide clarity and efficient use of funds
- > Be equitable across communities
- > Be acceptable to the LFAs
- > Align with our current Strategic Plan
- > Give us direction on how to write the Strategic Marketing Plan
- > Give us information to support a decision at the January 25 Board meeting

At the end of our work session, when we checked back against our Decision Criteria, we determined that the only one we may not have met was the issue of “efficient use of funds”—recognizing that this would depend on execution, and couldn’t be guaranteed. Otherwise, the team agreed that our decisions met our criteria.



# CBID Marketing Plan: Project Timeline

2018 →

Jan

Feb

Mar





**Quarterly Collaboration meeting with SLO CAL  
January 18, 2018, 10:30am – 11:30am (SLO CAL offices)**

**Areas of focus: Marketing, advocacy and infrastructure**

**Strategic Marketing Plan**

- Asset matrix and how we intersect
- Possible H1 brand architecture
- Where we both fit in the funnel
- Coat tails approach: website, digital media, PR
- Our ultimate goal: Brand alignment

**Strategic Operational Plan**

- Adopt/align SLO CAL's EPV

**Advocacy and Infrastructure**

- Updated on Cannabis, Airbnb, VR ordinance
- Destination Development Plan: who is the voice for the unincorporated areas?

**Next Steps**

- Attending ESTO in August 2018
- Implement reciprocal scorecard with SLO CAL (July task on CBID Op Plan)
- Next quarterly meeting: April 19 and July 19



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

**Collaboration meeting with SLO CAL**

Discussion outline from CBID Strategic Marketing Plan: Vision Summit

Whereas:

1. Few of the ten unincorporated areas have the diversity of assets to be competitive on their own, and need the Highway 1 Discovery Route as a unifying asset that creates a consolidated voice and gains broader reach
2. Highway 1 is one of the most recognizable assets in San Luis Obispo county
3. Visit SLO CAL and the CBID share similar visitor segments and experiences
4. Visit SLO CAL's recent rebranding is strong and compelling for the region as a whole, including the 10 unincorporated areas represented by the CBID
5. The emotional reasons for visiting Highway 1 and the 10 unincorporated areas are aligned with the tonality and call to action of Visit SLO CAL

We wonder:

With Highway 1 as one of the most recognizable assets in the County (in the Visit SLO CAL Brand Lift Study, 79% of respondents were familiar with or had visited Highway 1), does it make competitive sense to shift towards alignment of the Highway 1 Discovery Route brand and the Visit SLO CAL brand? If so, what is Visit SLO CAL's tolerance for the possible migration of the Highway 1 Discovery Route brand towards theirs?

- Slight Brand Migration, with Highway 1 taking on:
  - Tonality
  - Palette
  - Similar Emotion
  
- Moderate Brand Migration, with Highway 1 taking on:
  - Tonality
  - Palette
  - Similar Emotion
  - Call to Action/Taglines
  - Similar Fonts
  - Similar Imagery
  
- Total Brand Adoption



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

**Governance Committee Agenda  
January 3, 1pm – 3pm  
Martin Resorts Conference Room**

- I. Strategic Operational Plan**
  - a. Organizational chart & roles descriptions for LFAs and CBID (need to involve LFA admins)
  - b. Bylaws
  
- II. Strategic Marketing Plan**
  - a. Final Coraggio Group scope
  - b. Preparation for Monday's full-day session
  
- III. Next steps following Audit**
  - a. CMT input from audit
  - b. Guidance on what's next with CMT
  - c. County confirmed no RFP needed under \$100,000
  - d. Short-term role with Vingage
  
- IV. Funding Decision Appeal Process**
  
- V. Conference options:** ESTO (August 11 – 14 in Phoenix, AZ)
  
- VI. Meeting with Wade Horton:** February 7, 3 – 3:30pm

# Unincorporated San Luis Obispo County Tourism Business Improvement District

Proposal for Reporting, Analysis, Lead Management, and Strategic  
Marketing Planning

Author	Date	Description
Brad Rubin	1/12/17	This document is a proposal for three projects that the CBID is exploring. These projects include general data analysis, training, and interpretation with Google Analytics, assistance to the Corragio Group for development of a Strategic Marketing Plan, and continuing to work with the email database of leads to see how to improve lead quality.

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## Statement of Work

The Unincorporated San Luis Obispo County CBID (“CBID”) agrees to retain Vingage Consulting LLC (“Contractor”) for the following work services:

### Google Analytics Training and Interpretation

In order to ensure success with your marketing strategies, it is imperative to understand the Key Performance Indicators (KPI) and success measures for your digital assets. Google Analytics is a free tool that offers the necessary insight to learn and understand how your digital property is performing and what information users want from your brand. This data should then be leveraged to build stronger strategies to compliment your overall strategic marketing plan. The CBID will engage the Contractor to provide the following benefits as they relate to the CBID for both current and future digital properties.

- Basic training for using and interpreting the Google Analytics Data Analysis Tool(s)
- Collaboratively develop performance dashboards, custom reports, and event tracking
- Basic introduction to Google Tag Manager and its benefits for event tracking
- Ongoing data analysis and interpretation for aligning strategies and ensuring success

### Collaboration with Corragio Group - Get Focused

The CBID has requested the Contractor participate in the Get Focused section of the Strategic Marketing Plan development project that will be produced by the Corragio Group. Contractor will participate in different aspects of this project, as needed and requested, by the CBID. The Corragio Group outlines the Get Focused section as follows:

- Target Market Review and Refinement
- Channel Review and Refinement
- Measurable Objectives Workshop
- Marketing Strategy Workshop
- Draft Marketing Plan to Guide the RFP

### Email Marketing List Management (CRM/Database Management)

The Contractor recently audited the CBID lead generation and list management process in December of 2017. The CBID has asked for help with identifying how the email database can be leveraged to improve the lead quality and user information. The Contractor will define and outline the strategy for email marketing best practices. The Contractor will also execute email list management best practices. Email marketing work services are as follows:

- Implement standard and best practice strategy document for lead acquisition
- Identify process to harvest and collect stronger customer data to enrich current lead list
- Develop automations for introducing and re-engaging members to the brand
- Template development of existing brand for automation campaigns (OPTIONAL)
- Implement emails to support processes noted for list management

# Pricing

To execute the proposal where the CBID engages Contractor to complete the work outlined in this Statement of Work, a standard contractor agreement will be executed. The agreement will have two schedules. Schedule (A) will be the outlined documentation in this proposal as the Statement of Work “SOW.” Schedule (B) will be the pricing schedule that is outlined below. The CBID already has a W9 on-file through previous work performed by Contractor.

**COMPENSATION:**

As full compensation for the services rendered pursuant to this Agreement, CBID shall pay Contractor the equivalent of \$150.00 per hour. The Contractor will invoice the CBID on the last business day of each month for work services performed for that month. Payments for invoices will be due Net 30. The work services for this contract are estimated as follows:

Task	Estimated Hours
Basic training for using and interpreting the Google Analytics Data Analysis Tool(s)	10-15
Collaboratively develop performance dashboards, custom reports, and event tracking	4-8
Basic introduction to Google Tag Manager and its benefits for event tracking	2-4
Ongoing data analysis and interpretation for aligning strategies and ensuring success	8-15 per month
Overall involvement with Corragio Group regarding Strategic Marketing Plan	10-20 per month
Implement standard and best practice strategy document for lead acquisition	6-8
Identify process to harvest stronger customer data to enrich current lead list	10-20
Develop email automations for introducing and re-engaging members to the brand	20-40
Template development of existing brand for automation campaigns (OPTIONAL)	2-8
Implement emails (not automations) to support processes noted for list management	2-3 per email

One-Time Estimated Hour Range: 56-106

Recurring Estimated Hour Range: 18-35

Estimated One-Time Fee Range: \$8,400 to \$15,900

Estimated Recurring Fee Range: \$2,700 to \$5,250

\*\* Some recurring fees will only last for a few months based on the Corragio Group project.



**Local Fund Applications for January 2017 – January 2018 (updated 1/18/2018)**

Total Funds Requested: \$5,600,134

Total Projects Funded: 451

Cambria:

~~Farmer's Market St Patrick's Day Celebration (\$2,000)~~

~~Sunset Rotary Wine Festival Dinner Gala (\$2,000)~~

Chamber Olallieberry Festival sponsorship (\$2,000)

Matching Fund request for \$1,000

American Legion July 4<sup>th</sup> Fireworks (\$8,500) – see San Simeon

ScareCrow Festival Sponsorship (\$15,000) – see San Simeon

A&H 2-year Marketing contract (\$600,000 for 2 years)

Cambria Film Festival (\$4,500; requesting \$2,250 in matching funds)

CBID Rural Road Trip co-op RoadTrippers Influencer Program (\$3,750)

Cambria Chamber Art & Wine Festival 2018 (\$7,000)

Cambria Historical Society Harvest Festival sponsorship (\$1,500)

Cambria Magazine ad (\$650)

~~Beautify Cambria Main Street Median Maintenance (\$1,500)~~

Historical Society Holiday in the Pines tree lights (\$3,080 scope change to \$900)

Paso Wine BlendFest sponsorship (NTE \$7,500)

Beautify Cambria Planter sponsorship on new trash and recycling (\$720)

Avila Beach:

Constituent mixer (\$1,500)

SLO Ultra at Wild Cherry Canyon (3-year sponsorship \$15,000/\$12,500/\$10,000)

RaceSLO GranFondo Sponsorship (3-year sponsorship \$27,500/\$22,500/\$17,500)

BubblyFest sponsorship (\$9,000)

VIP Package giveaway for 2 Race SLO events (\$1,000)

Stewardship Clean-up kits (\$6,320)

TJA 3-month contract extension (\$20,000)

Harvest on the Coast getaway (\$500)

TJA annual marketing contract (\$140,000)

SLOWine Harvest on the Coast sponsorship (\$15,000)

TJA 3-month contract extension (\$20,000)

Constituent mixer (\$1,200)

VisitorTV video at airport (\$11,800)

Cayucos:

Chamber Visitor Center (\$8,500)

Big Big SLO Pocket Planner (\$1600)

July 4<sup>th</sup> Beach Clean-up (\$2,500)

Eroica CA 2017 (\$2,500 rest stop & \$2,499 for sponsorship = \$4,999)

Additional expenses for rest stop \$624.71

Art & Music Festival and #UnlockYourAdventure promo (\$7,500)

Administrative Assistant 2-year contract renewal (\$6,720)

Sea Glass Festival sponsorship (\$7,000)

1st St Beach Access project (\$25,000) - CBID requested that County permit fees be waived  
Eroica sponsorship and rest stop hosting (\$4,999; \$1,500 and \$3,499)

San Simeon:

Solterra Strategies Media/PR additional expenses (\$1,500)  
Solterra Strategies extension to PR/Marketing efforts (\$14,000)  
SS Chamber Tradeshows for China and UK (\$10,025)  
FES Beach Combing bags and STP clean up kits with wildlife tips (\$1,500)  
Coastal Discovery Center Ocean Fair (\$2323)  
American Legion July 4<sup>th</sup> fireworks (\$6,000)  
ScareCrow Festival Sponsorship (\$4,750)  
Gateway Signage landscape project (\$24,999)  
2014: Gateway Signage contribution (\$10,000)  
Gateway signage ribbon cutting/PR/reception (\$10,000)  
Solterra 2-month contract extension (\$7,000)  
Cambria Film Festival (\$1,500)  
Solterra digital marketing proposal Sept 2017 – June 2018 (NTE \$166,000)  
Sole source not approved by County CAO/Counsel – revised contract term for 6 months (Oct 2017 – March 2018) with funding amount totaling \$99,600.  
CBID Rural Road Trip co-op RoadTrippers Influencer Program (\$3,750)  
SLO CAL H1 co-op with Hearst Castle (\$1,000)  
FES Brochure and distribution (\$9,366)  
Riester hosting and analytics reporting (\$1,920 for 6 months thru Dec 2017)  
Paso Wine BlendFest sponsorship (NTE \$7,500)  
SS Chamber Visitor/fulfillment Center annual funding (\$43,650; paid quarterly)

Los Osos/Baywood/uninc. MB:

Stewardship clean up kits partnership with Grocery Outlet (\$3,000+\$2,500)  
Big Big SLO MailChimp annual account (\$800)  
Administrative Assistant 2-year contract renewal (\$6,000)  
Los Osos Red Barn beautification (\$2,648)  
Solve 9-month marketing plan (\$16,150)  
Big Big SLO monthly event calendar and website content maintenance (\$2,700)  
Big Big SLO destination pocket planner (\$3,200)

Oceano/Nipomo:

TJA Social Media and Spring Advertising (\$5,600)  
Whale Trail postcards (\$350)  
TJA annual Social Media and Advertising (\$18,400)  
Administrative Assistant 2-year contract renewal (\$16,560)  
Go Daddy 3-year renewal of email and domain (\$352.17)

Edna Valley/AG:

Local administrator (10 hours/month at \$250X12months = \$3,000)  
SLO Chamber VC membership (\$260)  
SLO Chamber Visitor Guide ad (\$1,200)  
FreshBuzz additional marketing & promotions (\$4,000)  
Solve annual marketing contract (\$10,800)  
SLOWine annual sponsorship (\$4,000)  
Solve 20 – 40 iconic EV AGV photos (\$1,500)  
Solve web and email services (\$4,000)