



**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.