

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

Board Meeting Minutes

February 28, 2018

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, Bram Winter, Matt Masia, John King

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: Laila Kollmann (excused), Lori Keller, (excused)

Guests: Toni LeGras, John Sorgenfrei, Kaci Knighton, Rick Turton

Call to Order

Board Secretary Matt Masia called the meeting to order at 12:09 p.m.

Public Comment

None

Administrative Items

- Roll Call

Shirley Lyon, Mike Hanchett, Bram Winter, John King (arrived 12:20pm) and Matt Masia are present. Laila Kollmann and Lori Keller are absent (both excused).

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- Consent Agenda

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

- Financials

CAO Cuming reviewed the financials, balance sheet and reconciliation statement.

- Administrator's Report and Partner Update

CAO Cuming providing the administrator highlights for 2017.

- Upcoming Events

Next board meetings will be March 28 and April 25. CAO Cuming also reminded the board of the Avila Beach constituent mixer on 3/21 and the Form 700 deadline of April 2, 2018. The Annual Renewal sequence of events was provided by Nikki and Cheryl confirm the 5/1 deadline for the Year End Report.

Presentations

- **None**

Discussion Items

- **Strategic/Topic Discussion**
- **Core Marketing Team & Stewardship**

Kaci shared the updated dashboard, noting that the Coastal Discovery & Stewardship (CDSC) video reached over 90,000 in the 6-week promotion. Kaci also highlighted the details of the RoadTripper influencer visit with a strong presence on Instagram with over 15 separate postings. John addressed the decline in web traffic, noting the CBID's request to eliminate SEO as the board continues the Strategic Marketing planning process. Rick noted that H1DR.com has lost almost 50,000 sessions in the last 60 days.

Kaci noted that the Rural Road Trip Bucket List promotion continues to drive good results to our destination pages, which currently represents 50% of our overall site traffic. She also shared digital performance stats for CDSC and Cheryl noted that over 3,000 attended the Hearst Castle Theater movie. Shirley commented on the number of locals attending the film and was excited about the positive impact locally for our Stewardship program.

Kaci reviewed the NBC prom results, including the parallax page execution, with over 1.69

million impressions delivered with 575,000 video views. Facebook posts reached 98,000 with over 3,600 clicks.

Committee Reports & Recommendations:

Marketing Committee: No meeting was held.

Cuming shared progress with the 3 newly approved contractors: VinVibe, Vingage and Jaime Lewis. The focus in the next 30 days will be to complete the website backend improvements so our site speed improves. Vingage will focus on the database engagement project and will create a survey to send to our current subscribers to determine areas of interest.

Strategic Plan: CAO Cuming reviewed the strategic marketing outcomes from the 2/13 and 2/14 sessions. Matt asked how we can do a better job of setting goals going forward, so we are achieving what we really want rather than just getting quantity over quality.

Cuming walked the board members through the value proposition, the marketing funnel, the target personas, the 3 marketing imperatives and their corresponding marketing initiatives. Nikki wanted to ensure that all 10 communities will be represented and promoted. The board spoke at length about outcomes and how to engage the Local Fund Areas in the process. Cuming with work with Coraggio Group and the Strategic Planning Committee to evolve the personas (as compared to VisitCA and SLO CAL), the funnel (our position and role in the funnel comparative to SLO CAL), our asset grid (focusing on our proximity to Highway 1), and the marketing initiatives. Matt noted that as we evolve, we need to understand how our partnership with SLO CAL fits in, and how we engage and support the LFAs.

Governance: Cuming reviewed the meeting recap, and also touched on the recap from the meeting with Nikki.

Action Items

Strategic Marketing Direction: A motion was made by Mike Hanchett, and seconded by John King, to support the strategic marketing framework in concept. Cuming confirmed that an evolved framework will be discussed again at the 3/16 session with Coraggio Group, and a final version will be presented at the March CBID Advisory Board meeting. With no further discussion, the minutes were approved by a voice vote of the Advisory Board.

Note: John King had another commitment and left the meeting at 1:53pm.

Letter of Support for VR MUP in Cambria: Toni LeGras was introduced and provided information to support the approval of a MUP for the Cambria vacation rental located at 2701 Windsor Blvd. Toni noted that the Board of Supervisors approved and then it was appealed the Coastal Commission. The topic will be reviewed at the 3/8 Coastal Commission meeting. Toni provided some compelling stats – 374 licensed vacation rentals in Cambria with 212 in use. 43% (up from 28% in 2016) are not reporting TOT which may indicate that it is inactive and not using the vacation rental license connected to the

property. Properties that are interested in allowing their home to be a vacation rental must go through the MUP process since the current VR licenses are at capacity.

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve the CBID letter in support of tourism infrastructure and expanded lodging choices. Matt noted the importance of raising awareness and support overall. The board noted that the letter was an overall support of growing tourism, and that future requests of this kind will be considered in the same way. Bram asked about the CBID's ability to have a position on this matter, and Nikki shared County Counsel's opinion:

"The letter from the CBID written in support of the issuance of a MUP for a vacation rental, and in general support of all validly licensed vacation rentals, appears to fall within the general purpose of the CBID as set forth in the CBID ordinance and its by-laws, which is the promotion of tourism in the County. NN". With no further discussion, the scope was approved by a voice vote of the advisory board.

Local Fund Area (LFA) Board Applications

As agreed in the February CBID Advisory Board meeting, all new LFA applications will come before the CBID for review prior to submission to the BOS for approval. Cuming confirmed there are two new LFA board applications:

ABTA: Summer Rogovoy – Cuming read a note from Lori Keller sharing insights about her work experiences with Summer.

A motion was made by Mike Hanchett, seconded by Bram Winter, to support Summer's board application. With no further discussion, the board application was approved by a voice vote of the Advisory Board.

SSTA: Miguel Sandoval

A motion was made by Bram Winter, seconded by Shirley Lyon, to support Miguel's board application. With no further discussion, the board application was approved by a voice vote of the Advisory Board.

Local Fund and Matching Fund Applications – there were no applications this month

Closing Comments

Future Agenda Items

- Updating the by-laws
- BlendFest follow-up report
- Strategic Marketing presentation with Coraggio Group and LFA feedback session

Adjournment

The meeting was adjourned at 2:08p.m.