



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

Board Meeting Minutes

March 28, 2018
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, Shirley Lyon, Mike Hanchett, Bram Winter, Matt Masia

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: Lori Keller (excused), John King (unexcused)

Guests: John Sorgenfrei and Kaci Knighton (CMT), Jennifer Porter (Paso Wine Alliance)

Call to Order

At 12:03 p.m.

Public Comment

Mike Hanchett said that there will not be an update on Highway 1 until June.

Shirley Lyon spoke about the letter to the Coastal Commission regarding the Windsor vacation rental property for multi-use permit and the agency upheld that it was not allowed with a 10/4; owner is being encouraged to appeal.

Administrative Items

- Roll Call

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

- Consent Agenda

A motion was made by Mike Hanchett and seconded by Bram Winter to approve the February 28 minutes. With no further discussion, these minutes were approved by a majority voice vote of the Advisory Board.

- Financials

CAO Cuming reported a 2.55% decrease in assessment collections due to the Highway 1 closure. The report does not include the unreported AirBNB monies for 3 months, estimated at \$21,000.

- Administrator's Report and Partner Update

CAO Cuming provided an overview report. SLO CAL has announced a save the date for the annual tourism exchange on May 8.

- Upcoming Events

Next board meetings will be April 25 and May 23. The ABTA mixer has been rescheduled to 4/23 at 5:30pm.

Presentations

- **BlendFest - Jennifer Porter, Paso Robles Wine Country Alliance**

Jen provided a recap report noting the grand tasting event was within a few tickets of being sold out with sales up 9% year over year (slightly under 2016 number). A quarter of attendees have a HHI over \$200k and 70% were over \$100k; 59% were over 55. There were 245 room nights booked with 41% staying 2 nights and 26% staying 3 or more nights. Jen reported 67% were from outside of the county and 9% were from out of state. Based on ADR formula on the funding application, the breakeven point for room nights was 150, which was exceeded by almost 100.

Bram Winter asked for details from the Cambria booking widget. Jen reviewed the marketing details. Matt Masia asked about encouraging more connection with SLO Wine and CAO Cuming will reach out to Heather Muran.

Discussion Items

- **Core Marketing Team & Stewardship**

John Sorgenfrei shared details around the Taste of Washington event and noted that SLO CAL was well represented.

Kaci Knighton presented the dashboard, noting a total of 90,000 Facebook fans and that the Avila Beach Rural Road Trip Bucket List is performing well. There have been 127,000 video views. CAO Cuming asked about the Chute tool and Kaci indicated she's still unclear as to the value. John Sorgenfrei noted that Pismo Beach is using Simpleview to aggregate their photo content. Kaci shared the Road Trippers influencer content. The CDSC PR campaign had good results including LA Times, Red Tricycle and Budget Travel.

CAO Cuming provided progress updates on the website, database and content for H1DR on the SLO CAL website. Bram asked about educating the local funds about the audit tool. Matt indicated that he thinks each local fund needs to initiate an audit on their current site.

Strategic Marketing Discussion:

CAO Cuming reviewed the framework document. Matt Masia shared his perspective about Highway 1 and how each of the communities are located along Highway 1. Shirley Lyon said she feels that the Discovery Route does represent the area; Matt asked for distinction of the H1 brand versus the H1 as an asset/attraction. Mike Hanchett suggested we focus on a factual representation of our assets by area.

Our focus is to get SLO CAL to agree that Highway 1 is our most recognized attraction and needs to be acknowledged with deeper content. CAO Cuming will provide final updates to Coraggio Group in preparation for the presentation on 4/25. CAO Cuming noted the anticipated changes to the CBID's role and what the LFAs should understand about this change. Shirley Lyon challenged the use of the terms 'partner' and 'partnership' and suggested replacing with 'collaboration.'

CAO Cuming reviewed the conversation with Visit Oregon and their collaborative efforts statewide. Mike Hanchett stated that the CBID must prove their marketing savvy to get LFAs on-board with proven results.

CAO Cuming confirmed the discussion framework for the April 25th LFA input session.

Committee Reports & Recommendations:

Marketing Committee: SLO CAL Economic Impact research study - Mike Hanchett expressed an interest in considering economic impact of the Highway 1 closure and specifically how it effects the North Coast properties. It was agreed that the study would be timely. CAO Cuming will pursue with Adam Sacks at Tourism Economics.

Strategic Plan: see above.

Action Items

Strategic Marketing Framework: A motion was made by Bram Winter and seconded by Shirley Lyon to approve the strategic marketing framework. With no further discussion the motion was approved by a majority voice vote of the advisory board.

Local Fund and Matching Fund Applications

San Simeon marketing: A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$375,000 (\$125,000/year for 3 years) with Solterra Strategies. With no further discussion the motion was approved by a voice vote of the advisory board. Mike Hanchett abstained.

San Simeon Chamber tradeshow: A motion was made by Shirley Lyon and seconded by Bram Winter to approve \$21,295 for the tradeshow and sales mission with Millie Matz. Nikki Schmidt asked about results and Mike Hanchett indicated that Millie sends leads directly to the properties. With no further discussion the motion was approved by a majority voice vote of the advisory board. Mike Hanchett abstained.

Approved applications that don't require CBID board approval (under \$4,999) include:
VAC Whale Tail bench \$2,500
San Simeon Scarecrow Festival \$4,950

Closing Comments

None

Future Agenda Items

- Updating the bylaws
- Strategic Marketing presentation with Coraggio Group and LFA feedback session
April 25

Adjournment

The meeting was adjourned at 2:45 p.m.