



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

**Wednesday, April 25, 2018, 1pm – 2:00pm Board meeting and
2:00 – 4pm Strategic Marketing Frame Presentation and Input Session
Cambria Pines Lodge**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items (15 minutes)

- Roll Call
- A-1** • Consent Agenda - Minutes
- A-2, A-3, A-4** • Financials|Balance Sheet, Administrator Report, and Partner Updates
 - Carryforward
- Upcoming Events/deadlines
 - Board Meetings: May 23 and June 20 (3rd Wednesday)
 - Annual Renewal Sequence of Events – ROI April 17 and Public meeting May 15
 - SLO CAL Tourism Exchange: May 8 from 11am – 4:30pm; reception to follow

Discussion Items (20 minutes)

- Strategy/Topic Discussion
- Committee Reports & Recommendations
 - Marketing: Website progress, Database segmentation and content curation
 - Strategic:
 - Governance: 4/12 meeting recap

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

- Draft Budget for Year End Report
- LFA Board Applications
- Funding Applications **(20 minutes)**
 - CTB: Bike Share program (\$10,000)
 - CTB and SSTA: Scarecrow Festival sponsorship (\$15,000) and (\$4,950)
 - CTB and SSTA: July 4th Fireworks sponsorship (\$6,000) and (\$4000)

Future Agenda Items

- May: Building a team of disciplines; Draft budget
- Updating the Bylaws

Presentation (2pm – 4pm)

Strategic Marketing Framework with Matthew Landkamer, Coraggio Group
LFA feedback session with LFA boards, admins and marketing partners

Closing Comments

Adjournment



**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.



Administrator's Highlights April 2018

BID Infrastructure

Strategic Marketing Framework finalized; coordinate details for LFA input session on 4/25
Criteria developed with Coraggio for H1 proximity by community
Wrote draft of Year End Report (due 5/1)
Developed draft 2018 | 2019 budget for Year End Report
Confirmed ESTO conference in August
Governance meeting on 4/12

Collaborations

Tourism Stakeholders: Outreach to all to encourage 4/25 attendance
SLO CAL: H1 SLO CAL retargeting 'coat tails' co-op; Confirmed quarterly meeting and H1 strategy session for highway reopening
Wine Industry: Attending Wine and Weed educational seminar

Local Areas/Constituent Outreach

Rural Road Trip month-long LFA promo – launched Avila Beach and prepped Oceano Nipomo
Local applications: 8 new apps in April - 463 processed to date totaling over \$6.045 million
Provide materials monthly for local fund board packets (stat summary, new programs, financials)
Support role with local admin: Avila, Cayucos, Cambria, LO/Baywood, Oceano/Nip, EV/AGV, San Simeon
Attended board meetings in 7 regions, plus Cambria Marketing Committee meetings monthly; Los Osos|Baywood marketing committee meetings

Web Development/Advertising/PR

Worked with VinVibe on website migration and Vingage on database segmentation
Content curation with Jaime around interest segments in database
Tracked digital campaign SLO CAL retargeting

General Activities

Assist 5 local admins servicing 33 local fund board members and 500 constituents
Provide support to 7 Advisory Board members
Prepare monthly Advisory Board meetings
Marketing, Governance and Strategic Planning Committee prep, support and follow up
Create Stat Summary report, Admin Report, 3 committee reports
Meet ongoing with County Liaison
Ongoing: Board minutes and agenda; reports including Admin, Local Board, Partnership, & Sub Committee; Board packets; maintain Constituent master list; maintain and monitor Expense and Local budgets; review and process all invoices; Postings on member's site; Monthly consumer newsletter content review and approval; manage email inquires

ACTIVITY REPORT, MARCH 2018

- Industry Engagement -

2018 Visit SLO CAL Tourism Exchange



Join Visit SLO CAL at our 2018 Tourism Exchange on Tuesday, May 8 from 11 am-4:30 pm at the Embassy Suites as we highlight the accomplishments of the past year and outline the major initiatives for the year ahead. Hear from industry leaders during educational sessions that will help build your business for tomorrow as we grow our destination together.

The main event will include a luncheon and keynote presentations, followed by three educational insight sessions. Mix, mingle and share in the excitement with a special reception after the event. Click this link to RSVP today: <https://bit.ly/2uZ4sbh>

Successful SAVOR on the Road at Taste Washington

On March 24-25, VSC staff and destination partners from Paso Robles, San Luis Obispo and Pismo Beach, as well as partners from Central Coast Creamery, Yes Cocktail Co., Paso Almonds, The Groves on 41 and Marisol Restaurant brought SAVOR and SLO CAL to life at Taste Washington in Seattle. The booth's farmers market theme featured fresh vegetables, fruit and flowers displayed amongst rustic tables and wood flooring, ideally situated in the middle of the event floor next to Alaska Airlines. VSC and destination partners arrived early to meet with in-market media at desk sides throughout the city.

VSC also worked closely with Visit Seattle for pre- and post-event giveaways.



Winter/Spring Media Update

The winter/spring campaign garnered over 27M impressions and 76k website activities. Video was the top performing tactic during this campaign as it accounted for 46% of all activities. Los Angeles generated the most conversions with 7,266 activities and Las Vegas had the lowest overall eCPA at \$2.34. The top display creatives included the SLO CAL Adventure brand video and Pear Valley banner, while top social creative was the outdoor carousel.

VSC Holds Annual Strategic Marketing Committee Retreat

On March 13 Visit SLO CAL, its agencies and Marketing Committee members gathered in Avila Beach to dig into learnings from the previous year and start mapping the strategy for the year to come which will form the basis of the FY2018/19 Marketing Plan. Topics of discussion included DMO funnel & alignment including barriers and solutions, how we can align with Visit California strategy and initiatives, and how to reduce duplication.



Morro Bay featured on MoneyInc.com (left) and SLO Brew featured on Sunset.com (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Sunset Magazine: *10 Amazing Art Museums in the West* – <http://bit.ly/MBSkateSunset>
- Sunset Magazine: *10 Best Craft Beer Taprooms in the West* - <http://bit.ly/BeerSunsetMag>
- MoneyInc.com: *Life's Too Beautiful to Rush: Savor the California Central Coast* - <http://bit.ly/MoneyIncSLOCAL>
- Travelocity: *8 Hotel Suites that Bring Your Favorite Fairytale to Life* - <http://bit.ly/HotelSLOCAL>
- San Francisco Magazine: *Big Coast, Small Wonders* - <http://bit.ly/SFMagSLOCALCoast>
- Resident Magazine: *Escape Los Angeles This Spring Season* - <http://bit.ly/ResidentMagSLOCAL>

Media Visits

- 365 Atlanta Family
- Wine Enthusiast
- Air Canada EnRoute
- Conde Nast Traveler

Travel Trade

- Visit California Mexico Sales Mission – March 11-16
- Visit California China Sales Mission – April 9-13
- IPW Denver – May 19-23

Film SLO CAL

- Twin Turbos – Discovery Channel
- Outside TV
- Extreme RV – Travel Channel
- Kipling Handbags - Commercial
- HGTV Mountain Life

Film Scout Location FAM Tour

Film SLO CAL recently hosted eight filmmakers and location scouts on the annual film location tour in SLO CAL. In partnership with the SLO International Film Festival, the tour participants blitzed the county in two days, traveling from San Simeon to Paso Robles to Arroyo Grande and everything in between. A special thank you to all the tourism partners who participated in hosting the group.

VISIT SLO CAL WEB ACTIVITY

SESSIONS:	112,917
UNIQUE VISITORS:	95,233
PAGE VIEWS:	191,693
AVG. PAGE VIEWS/VISIT:	1.70
AVG. TIME ON SITE:	1:44
TOTAL ORGANIC TRAFFIC:	30,477
% OF ORGANIC:	27%
MOBILE SESSIONS:	83,690
MOST VISITED EVENT PAGE:	EASTER EGGSTRAVAGANZA (820 VIEWS)
TOTAL BLOG VISITS:	11,250
MOST VISITED BLOG:	15 FREE THINGS TO DO IN SLO CAL (1.374 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 31,923 **NEW:** 1,750
TOT. ORGANIC IMPRESSIONS: 163,316
HIGHEST REACH: WHAT DO 80 MILES OF SLO CAL COAST LOOK LIKE? (VIDEO) (5.2K PEOPLE REACHED)
HIGHEST ENGAGEMENT: THE 2018 SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL KING VIDOR... (2.1K ENGAGEMENTS)

	FOLLOWERS	NEW
TWITTER:	7,787	43
34.8K IMPRESSIONS		
PINTEREST:	725	6
INSTAGRAM:	19.5K	400

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED: 1,441
THIS MONTH IN SLO CAL
SUBSCRIBERS 34,822
OPENS: 4,543
CLICK-THROUGHS: 773
THIS WEEK IN SLO CAL
CIRCULATION: 1,660
MOST CLICKED LINK: STR REPORT

February 2018 vs February 2017 Lodging Statistics (STR, Inc.)

Current Month - February 2018 vs February 2017												
	Occ %		ADR		RevPAR		Percent Change from February 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	59.2	55.9	108.28	104.36	64.05	58.36	5.8	3.8	9.8	9.8	0.0	5.8
Cambria, CA+	66.0	56.6	155.17	149.81	102.41	84.78	16.6	3.6	20.8	21.0	0.1	16.8
Morro Bay, CA+	56.6	48.6	114.76	105.52	65.00	51.24	16.6	8.8	26.8	27.0	0.1	16.8
Paso Robles, CA+	66.1	62.0	126.81	124.57	83.83	77.22	6.6	1.8	8.6	8.6	0.0	6.6
Pismo Beach, CA+	67.0	55.3	148.77	137.00	99.69	75.80	21.1	8.6	31.5	39.7	6.2	28.6
San Luis Obispo, CA+	69.0	61.7	134.06	128.66	92.50	79.35	11.9	4.2	16.6	16.7	0.1	12.0
San Simeon, CA+	44.9	39.1	114.25	105.09	51.30	41.10	14.8	8.7	24.8	24.6	-0.2	14.6
Five Cities+	65.4	54.4	141.82	131.73	92.77	71.72	20.2	7.7	29.4	35.1	4.5	25.5
North Coast+	56.5	48.7	138.42	131.23	78.24	63.86	16.2	5.5	22.5	22.5	0.0	16.2
North County+	64.3	60.4	122.28	119.60	78.59	72.21	6.4	2.2	8.8	8.8	0.0	6.4
South County+	67.1	57.9	138.14	130.19	92.65	75.32	15.9	6.1	23.0	26.0	2.4	18.7
San Luis Obispo County	63.8	56.0	132.93	125.84	84.75	70.51	13.8	5.6	20.2	21.6	1.2	15.2

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