



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

Board Meeting Minutes

April 25, 2018

1:00 p.m. (CBID Advisory Board meeting)
2:00pm (Strategic Marketing Plan presentation and discussion)

Cambria Pines Lodge
2905 Burton Dr, Cambria, CA 93428

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, Mike Hanchett, Bram Winter,
County Liaison: Nikki Schmidt (absent); CAO Cheryl Cuming

Absent: John King (excused)

Guests (arrived between 1pm and 2pm):

San Simeon: Paul Panchal, Jeanne Hueck, Stacie Jacob, Brad Rubin

Cambria: Karen Cartwright, Greg Pacheco, George Marschall, Jill Jackson, Jessica
Blanchfield, Carissa Schwabenland

Cayucos: Richard Shannon, Toni LeGras, Melissa Kurry

Los Osos | Baywood: Gary Setting, Jamie Wallace, Steve Vinson, Melissa Kurry, Danielle
Dubow

Avila Beach: Chris King, John Sorgenfrei, Kaci Knighton

Oceano Nipomo:

EV AGV: Elise and Frank Carraway, Landy Fike, Danielle Dubow

Call to Order

At 1:05 p.m.

Public Comment

Mike Hanchett provided a Highway 1 update and felt as they shifted from a focus on completion to a focus on access and how soon they will reintroduce public traffic. Final deadline continues to be September, however if CalTrans can open a sunrise/sunset 1-way option then up to 80% of the potential traffic can get through. Mike encouraged everyone to please re-emphasize the message to get it open. CBID asked that CAO draft a letter and bring to the May meeting.

Administrative Items

- Roll Call

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

- Consent Agenda

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the March minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Lori Keller abstained.

- Financials

CAO Cuming provided financials and confirmed that there is not yet a resolution on the carryforward amount from the County.

- Administrator's Report and Partner Update

CAO Cuming provided an overview report.

- Upcoming Events

Next board meetings will be May 23 and June 20 (3rd Wednesday). The CBID annual renewal public hearing will be held on May 15, and the SLO CAL Tourism Exchange will be on May 8.

Presentations – see below

Discussion Items

- **Committee Reports & Recommendations:**

Marketing Committee: CAO provided update on website progress, database segmentation and content curation.

Governance Committee: CAO Cuming reviewed the 4/12 meeting recap and provided an additional handout for defining Highway 1 as an attraction and the communities that would be included along this scenic coastal roadway.

The proposed criteria stated ...if a community is with 10 minutes of Highway 1 **and** aligned with the small-town coastal experience then it's part of the Highway 1 attraction.

Shirley Lyon noted that she liked that it was aligned with a coastal highway, and Laila Kollmann said she supports the idea of it being a 'corridor'.

Action Items

Draft 2018 | 2019 Budget: CAO Cuming noted that a draft budget is required within the Year End report and this a draft was provided for board review. CAO submitted a draft budget that balanced at \$1,232,444 with 83.5% attributed to marketing programs, including the 3 Marketing Imperatives, Stewardship Travel, co-op and research.

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the draft budget for 2018 | 2019 totaling \$1,232,444 subject to change as specific programs are identified. With no further discussion, the draft budget was approved by a majority voice vote of the Advisory Board.

Local Fund Board Applications: none

Local Fund and Matching Fund Applications:

Cambria bike sharing program: A motion was made by Bram Winter and seconded by Matt Masia to approve \$10,000 to the Cambria Chamber to implement the program with Zagstar.

During discussion Mike Hanchett asked how this effort supports Cycle Central Coast and Jessica Blanchfield confirmed that it did allow CCC to bring a cycling experience to the more casual rider. Bram Winter noted that local Cambria lodging is supportive. Matt said that Cambria is interested in having it in place by summer. Lori remains concerned with spending money on infrastructure instead of directly supporting tourism and the 'heads in bed' mission, and Mike shared her concern.

With no further discussion the motion was approved by a voice vote of the advisory board. Lori Keller voted no.

Cambria Scarecrow Festival: A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$15,000 for sponsorship of the Scarecrow Festival. CAO noted that San Simeon has submitted sponsorship funding totaling \$4,950 at last month's CBID Advisory Board meeting. Shirley Lyon noted that she feels it continues to be a strong event that draws lots of out-of-area visitors, and Braw supported by saying that they are

adding mid-week events. With no further discussion the motion was approved by a majority voice vote of the advisory board.

American Legion July 4th sponsorship: CAO provided an overview and the historical investment for this event, including that 2 lodging owners in Cambria had not historically seen a decrease in stays when the fireworks did not happen. CAO noted that the CTB did have a 3/2 vote in support of funding.

A motion was made by Matt Masia and seconded by Mike Hanchett to approve funding from Cambria at \$6,000 and San Simeon at \$4,000. During Board discussion Bram Winter noted his concern that an event was being funded during peak season. Mike Hanchett said that the 4th this year will be mid-week and the fireworks may draw people to the area to stay 1 night and did feel that the closure of H1 did play into the situation. The Board agreed that the American Legion needs to find alternate funding sources, and Laila Kollmann wanted to know more about their out-of-area marketing effort. Mike wants to allow the LFA boards to define what they need, and Shirley Lyon expressed concern that if we keep saying 'yes' what will need to happen in order for it to change. Laila Kollmann asked for a better, more defined marketing plan.

With no further discussion the motion was approved by a voice vote of the advisory board.

Approved applications that don't require full CBID board approval include:

CTB: Cambria Chamber Sign at north gate (\$1,400)

SSTA: Coastal Discovery Center Ocean Fair sponsorship (\$2,229.50)

LO: FAM No Back Home \$1,000

LO: Solve web services (\$350) Note: board agreed to relocate approved funding of \$100/month going to Big Big SLO to Solve for web services

Closing Comments - None

Future Agenda Items

- Building a team of disciplines
- Updating the bylaws

Adjournment of regular board meeting

The meeting was adjourned at 2:01 p.m.

Presentation: Strategic Marketing Framework with Matthew Landkamer, Coraggio Group

Laila welcomed LFA board members, admins and marketing partners as the CBID will present the Strategic Marketing Framework and encourage LFA discussion and feedback (see list of attendees on the from page).

CAO Cuming reviewed the goals of today's meeting:

1. Review CBID Advisory Board approved framework
2. Gain input from LFAs

3. Discuss CBID and LFA evolution, including shifts in roles and an evolving partnership with SLO CAL

CAO Cuming introduced Matthew Landkamer who took everyone through the 8-page framework document (see attachment) and noted input/questions:

- Overview
- Visitor Personas
 - asked the process that was used to differentiate personas from SLO CAL and VisitCA; asked if SLO CAL and VisitCA did research to determine
- Asset offering comparison by destination
 - asked how we define affordability
- Value proposition
 - suggested we add food & wine
 - consider looking at affordability as part of the overall experience and not just the cost of lodging
- Sales Funnel
 - asked about a change in BID structure to create more autonomy
- Marketing imperatives and initiatives
 - need to confirm technology support through SLO CAL
 - noted that the within implementation, that the devil is in the details

Matthew noted items that came up during the presentation:

- Affordability asset especially in Avila Beach
- Competitive set: beach and Sonoma
- Food & Wine: should be stated in value proposition
- Restructure to gain more autonomy
- Value proposition: low population density
- Opportunities for communities to add content to e-blasts; gain access to list

CAO Cuming reviewed the LFA Discussion document (see attached) and covered:

- Anticipated/possible changes to CBID role
- What should the LFAs understand about this change

Summarizing the discussion, CAO Cuming concluded with this thought:

Our collaboration with Visit SLO CAL will continue to evolve. We are strategically collaborating around programs and projects that will amplify our combined message and further promote Highway 1 as one of our County's most recognized assets. We will focus on ensuring that Visit SLO CAL represents our ten communities, Highway 1, and our assets — and the CBID will directly support SLO CAL to that end, including providing more high-quality content to do so. In other words, we will bring SLO CAL great content about our communities and assets, and together we will generate greater reach and exposure.

Adjournment of discussion and input session

Adjourned at 3:42 p.m.