



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

Board Meeting Minutes

May 23, 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, Laila Kollmann, John King, Matt Masia, Lori Keller

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: Bram Winter (excused)

Guests:

**Call to Order**

At 12:09 p.m.

**Public Comment**

Mike Hanchett recapped the CalTrans meeting on 5/21. He said they will not agree to an early opening and are still confirming the final date for the soft opening. They shared that the temporary options are not a solution and not viable because of safety concerns. They are anticipating a Winter 2019 challenge at Paul's slide. Mike also noted that rates are less than \$100 at properties in both San Simeon and Cambria.

Shirley Lyon noted that the history museum is now reopened at the Vet's Hall Annex near the pier.

## **Administrative Items**

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

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Matt Masia to approve the April 25 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming presented the reconciliation report and balance sheet.

**Presentations:** None

**Action Items** (moved up action items as John King needs to leave by 1pm)

**Highway 1 CalTrans letter:** Laila Kollmann shared a draft letter and CAO Cuming noted that stats will need to be provided; she will work with the County and attraction partners to confirm. Mike Hanchett said he feels that the letter echoes what they are supporting in San Simeon. Copies will be sent to Cunningham, Monning, Caballero and SLO County District 2 supervisor.

A motion was made by Shirley Lyon and seconded by Matt Masia to approve the CalTrans letter including the addition of the statistics discussed. Mike Hanchett said that there needs to be an emphasis on the messaging component and noted issues if they "sandbag" the timing, which will create rate and marketing timing issues. After discussion the motion was approved by a majority voice vote of the Advisory Board.

**American Legion 4th of July:** Laila Kollmann provided a draft letter for board review. Nikki Schmidt asked about the intent not to fund in the future and the board discussed the overall approach and tone.

A motion was made by Mike Hanchett and seconded by Lori Keller to approve the letter with changes as noted and subject to the chair's final approval. The motion was approved by a voice vote of the Advisory Board.

**Privacy Policy/Terms of Use:** Laila Kollmann handed out the draft policy. Lori Keller suggested that CAO Cuming review with the County prior to CBID board approval. Nikki Schmidt will provide to County Council for review.

**LFA Board Application:** Laila Kollmann noted that the Edna Valley-Arroyo Grande Valley board did not have a quorum in order to approve the board application from Elise Carraway.

A motion was made by Lori Keller and seconded by John King to approve Elise Carraway. The motion was approved by a majority voice vote of the Advisory Board.

## **Local Fund and Matching Fund Applications**

**Avila Beach Harvest on the Coast:** A motion was made by John King and seconded by Shirley Lyon to approve \$16,000 sponsorship. Lori Keller commented that the board should be careful about funding an 80-room night event so that we ensure that it does create incremental room nights. John King indicated he supports the effort and Lori expressed concern that funding the event at that this level as the rooms would typically be full on the weekend. Laila asked about ways to market Avila Beach once the event is over and how we can better understand if visitors plan to return. With no further discussion the motion was approved by a majority voice vote of the advisory board.

**Oceano Nipomo marketing contract:** A motion was made by Matt Masia and seconded by Mike Hanchett to approve \$18,400 for the annual marketing contract with TJA. With no further discussion the motion was approved by a majority voice vote of the advisory board.

**Oceano Nipomo Mid-State Fair Showcase of Cities:** The board supports Laila Kollmann signing the proposed showcase display for a not to exceed of \$2,000.

**Cayucos July 4th Clean-up:** Laila Kollmann discussed details with the board as she wanted input on the board's interest in supporting this funding request for \$2,500. CAO Cuming read the VAC minutes aloud and Mike Hanchett inquired as to who does the work. Shirley Lyon confirmed Negranti and Laila shared the areas that are cleaned. The board supports Laila Kollmann signing the clean-up application for a not to exceed of \$2,500.

John King left the meeting at 1:02pm.

### **Administrative Items** (resumed)

**Administrator's Report and Partner Update:** CAO Cuming presented the year-end report and noted there was a 0% protest for 2017 and 2018 renewal. Nikki Schmidt commented that she did receive some phone calls.

CAO Cuming presented a recap of the SLO CAL Tourism Exchange. Nikki said that she liked the Resonance Consulting. Lori Keller noted ballot initiative of up to 10%. CAO Cuming noted the attendance for the Wine & Weed session.

**Upcoming Events:** Next board meetings will be June 20 (third Wednesday) and July 25.

### **Discussion Items**

#### **Committee Reports & Recommendations**

**Strategic:** CAO Cuming presented an overview on building a marketing team through disciplines. Lori said that the evolution of the SLO CAL relationship could be driven by the reopening of Highway 1. Mike Hanchett mentioned that Dan Falat is a good resource, and that there may be an opportunity to partner with the Castle to market as Highway 1 re-opens.

**Marketing:** CAO Cuming reviewed the recap from Vingage for the database project and confirming next steps. The Board continues to be supportive of this project and agrees with the suggested next steps. The Board asked CAO Cuming to draft a thank you letter to the Core Marketing Team for review at the June meeting.

### **Stewardship**

CAO Cuming presented the STP History & Heritage Trail project recap and noted her interest in pursuing this project based on the popularity of the Wildlife Viewing and Stewardship tips. The Board asked to provide history STAY locations as they are unsure if they should be included due to preference concerns. The board also asked for the STP Director to reach out to North Coast and South County historical societies to determine content they have available.

**Closing Comments** None

### **Future Agenda Items**

- CMT Thank You letter
- Officers
- Scopes of work for contracted services
- Privacy policy

### **Adjournment**

The meeting was adjourned at 2:47 p.m.