



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

Board Meeting Minutes
June 20, 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, Bram Winter
County Liaison: Nikki Schmidt; CAO Cheryl Cuming
Absent: Matt Masia, Lori Keller, John King (all excused)

Call to Order

By Chair Kollmann at 12:05 p.m.

Public Comment

CAO Cuming shared Toni LeGras' email regarding Airbnb collections and the inability for the County to report by area. Nikki Schmidt said that Justin Cooley is exploring software options. Shirley Lyon noted that vacation rental management companies are obligated to send detailed reports and that is not required from Airbnb.

Mike Hanchett provided a Highway 1 update noting that the last item to fix is slippage; it is possible that the re-open date could be earlier than end of July. CalTrans indicates that challenges continue in the Paul's slide area.

Administrative Items

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

Consent Agenda: A motion was made by Shirley Lyon, and seconded by Mike Hanchett, to approve the May 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Bram Winter abstained.

Financials: CAO Cuming reviewed the financials, including an estimated \$77,000 in Airbnb monies. In comparison to June 2017 assessment collections and Airbnb monies (yet unreported) there is a positive difference of approximately \$100,000 when you compare actuals to budget. CAO Cuming also presented the reconciliation report and balance sheet.

Administrator's Report & Partner Updates: CAO Cuming shared the USA Today and Coastal Living articles. Bram Winter noted that Expedia listed Cambria as #2 destination. CAO Cuming presented a Code of Civility document and an update on tourism's role in economic development through regionalism. Film SLO CAL reports that there were 262 filming days in the prior year, with 145 production inquiries and 120 productions. The result was \$3.1M in direct spend and 1,200 room nights.

Highway 1 CalTrans letter: The Highway 1 letter was shared and has been sent to Cal Trans, SLO CAL, select LFA chairs and local government officials.

Privacy Policy: CAO Cuming provided two policies, both of which have been reviewed by County Counsel. The Board preferred to use the VisitSantaBarbara version

Carryforward: Nikki Schmidt continues to work to resolve the issue with Justin Cooley.

Upcoming Events: Next CBID Advisory board meetings will be July 25 and August 22.

Presentations None

Discussion Items

Strategy & Topic Discussion: CAO Cuming noted that building a marketing team through disciplines will be discussed during action items.

Committee Reports & Recommendations

Marketing & STP: Rural Road Trips campaign produced an additional 36,692 emails, 355,000 video views and 56,600 web sessions. The History & Heritage map for STP was reviewed. Nikki Schmidt asked if the SLO History Center had been visited. Shirley Lyon has provided a map to Katie (STP Director).

Action Items

2018/2019 Officers: Laila Kollmann announced that Lori was slated to be the incoming chair however she is no longer with Martin Resorts. It was noted that based on current officers that Matt Masia would be vice chair and Bram Winter has agreed to be the incoming

secretary. The board seat needs to be posted as vacant so Nikki will post as of current date and leave posted for ten days. The board agreed that the open seat should be communicated to all local funds. Mike Hanchett noted his respect for Lori and the value she has brought to the CBID, especially her marketing expertise. Shirley Lyon commented on how well Lori works with everyone and Laila agreed that it's important to keep Lori involved based on her involvement in developing the strategic marketing plan. The board agreed to ask Lori to continue to serve as a non-constituent (it was later confirmed by Nikki that the CBID bylaws do not allow for a non-constituent to serve on the CBID Advisory board, although it is allowed in the LFAs). Laila Kollmann noted that the board would need to review all interested applicants. Laila will continue to serve as chair until the vacant seat is filled, and CAO Cuming will connect with Matt Masia upon his return from vacation.

A motion was made by Shirley Lyon, and seconded by Mike Hanchett, to approve Bram Winter as incoming secretary; with no further discussion the motion passed with a voice vote of the advisory board.

Thank you letter for CMT: CAO Cuming provided a draft letter for board reviewed. A motion was made by Bram Winter, and seconded by Shirley Lyon, to approve the letter as presented; with no further discussion the motion passed with a voice vote of the advisory board.

Contract renewals: Contracts for Cheryl Rowe \$30,000 (web content and support), Allison Palm \$21,600 (financials), and Katie Sturtevant \$25,000 (STP) were proposed for renewal.

A motion was made by Shirley Lyon, and seconded by Mike Hanchett, to approve two-year extensions for Cheryl Rowe and Allison Palm, and a one-year extension for Katie Sturtevant; with no further discussion the motion passed with a voice vote of the advisory board.

Scopes of work & Certified Folder: To support the concept of building a marketing team through disciplines, CAO Cuming shared the County purchasing policy noting the \$100,000 per contract limit. Cuming reviewed the contractor team details.

A motion was made by Mike Hanchett to approve \$16,000 for TJA to execute social media and \$4,500 for Orange22 to execute media strategy. Bram Winter asked why Certified Folder was not include in the motion. Mike amended the motion to include \$8,400 for Certified Folder (3-month extension for distribution only), and the amended motion was seconded by Bram Winter; with no further discussion the motion passed with a voice vote of the advisory board.

Local Fund and Matching Fund Applications

Cambria LFA admin Managing Assistant: Bram Winter asked if Jill's time is tracked hourly and it was noted that a report is provided by month but does not contain hourly details.

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the two-year renewal with Jill Jackson for \$84,000. With no further discussion the motion was approved by a voice vote of the advisory board.

Avila Beach LFA administrator: Discussion was held on whether or not the local fund had approved a rate increase for the administrator. CAO Cuming noted that the per hour rate remains the same as prior year.

A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$39,600 for the two-year contract renewal with Stephanie Rowe. With no further discussion the motion was approved by a voice vote of the advisory board.

Avila Beach TJA marketing contract: Mike Hanchett asked about TJA's expertise in digital strategy, and CAO Cuming noted that the ABTA board did have a marketing retreat and discussed many of these areas.

A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$141,980 for the one-year contract renewal with TJA. With no further discussion the motion was approved by a voice vote of the advisory board.

Los Osos Solve marketing contract: A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$20,000 for the one-year contract renewal with Solve. With no further discussion the motion was approved by a voice vote of the advisory board.

Closing Comments

Laila Kollmann thanked the board for their participation and shared cookies. Everyone acknowledged that Laila has done a great job as chair, and that we will resolve the interim challenge quickly.

Future Agenda Items

- 2018 | 2019 LFA budgets
- Updating bylaws

Adjournment

The meeting was adjourned at 2:57 p.m.