



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

Board Meeting Minutes  
August 1, 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, John King, Matt Masia, Laila Kollmann, Mike Hanchett

County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: Bram Winter (excused)

**Call to Order**

By Chair Matt Masia at 12:07 p.m.

**Public Comment**

Shirley Lyon invited everyone to a groundbreaking ceremony on 8/10 at 11am for the Sanitary District; the project will take 18 months to completion.

**Administrative Items**

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

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the June 20 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Matt Masia and John King abstained.

**Financials:** CAO Cuming reviewed the financials, including almost \$30,000 in over-budget BID assessment, which does not include Airbnb collections since October 2017.

Nikki Schmidt noted that the County is working on how to report AirBnB assessment and TOT by local area. Shirley noted that she saw a report that unincorporated was collecting for Morro Bay and did confirm with Morro Bay VRMC that they are not collecting so that issue is resolved. Nikki commented that they have been reporting the overall amount countywide and Shirley suggested they consider the average collection by area. Nikki knows that each property is individually reporting and does speak with Justin weekly about this issue.

**Administrator's Report & Partner Updates:** CAO Cuming said that at a recent Cambria Tourism Board retreat that Jim Bahringer asked again about why the CBID needs to be involved in LFA funding approvals. Nikki noted that the CBID ordinance would need to be 'opened' in order to consider a change.

**Upcoming Events:** Next board meetings will be August 22 and September 26.

### **Presentations**

None

### **Discussion Items**

**Strategy & Topic Discussion:** CAO Cuming reviewed the website redesign progress that Brad Rubin provided at the July 25 meeting.

Highway 1 co-op and Dream Drive: CAO Cuming reviewed the SLO CAL handout that was provided in the board packet. The CBID matching fund discussion will occur during action items.

**Committee Reports & Recommendations:** None

### **Action Items**

**2018/2019 Officers: 2018/2019 Officers:** Matt Masia agreed to be chair. CAO Cuming noted she spoke to Bram Winter and he has agreed to be vice chair. The secretary position will remain open for the short term.

A motion to support the new CBID officers was made by Laila Kollmann and seconded by Mike Hanchett; with no further discussion the motion passed with a voice vote of the advisory board.

**CBID Board Application:** CAO Cuming passed out the board application from Gary Setting and noted that Gary would assume Lori Keller's 4-year term which is scheduled to end May 2021. Nikki noted that Gary would need to resign from the Los Osos|Baywood Park board in order to serve at the CBID level.

A motion was made by John King and seconded by Mike Hanchett; John asked that Gary be invited to the August meeting in anticipation of BOS approval; with no further discussion the motion passed with a voice vote of the advisory board.

**Scopes of Work:** CAO Cuming reviewed each proposal for the newly proposed team of contractors.

The work was broken into 3 imperatives: 1) evolve marketing leadership with LFAs; 2) owned media investment; and 3) increase 'intent to visit'. Contractors involved will be:

Corragio Group: evolve LFA strategy

Vingage Consulting (Brad Rubin): focus database on those who are engaged with our brand, and pursue engagement with interested subscribers; develop content and link-building strategies; provide creative and graphics

Jaime Lewis: develop content for redesigned website, and curate content as needed

VinVibe (Jeff Pedigo): evolve website framework and conduct site optimization.

Revamp website to optimize for SEO and mobile.

TJA Marketing (Kaci Knighton): manage social media efforts focused on Facebook and Instagram to drive site traffic to H1DR.com

Lori Keller: provide strategic marketing and project support

Chromatic Collective (Josh Morris): create photo and video asset catalog

Orange22 (Ann Balboa): provide media strategy

Hilary Townsend: provide PR with a focus on VisitCA, SLO CAL and CCTC

The board discussed the Coraggio Group scope and agreed that they prefer to get BID Bunch contractor team on board and then determine the work needed regarding LFA initiatives with Coraggio.

Nikki asked if Lori's \$150 per hour is market rate and CAO Cuming confirmed that previous CMT charged \$125/hour. John noted that it makes sense for Lori to be involved. Mike appreciates that they understand Lori's experience. CAO Cuming added that having a colleague like Lori involved will help support the overall strategic marketing effort at a greater level than if we contracted with a marketing coordinator.

CAO Cuming also reviewed scope from Chromatic Collective, and board noted that details of number of locations, total shots and videos need to be added to the scope.

CAO Cuming reviewed the PR scope and confirmed that it includes monthly PR management and coordination, as well as Cision reporting. The CBID board noted the importance of having 1 point of contact and reiterated they would like Townsend PR to provide all services with Hilary as the main point of contact.

CAO Cuming walked the board through the details for the H1DR map, including the 9-month contract with Certified Folder, as well as the print quote from Central Coast Printing. CAO noted that she did request a comparative print bid and CCP/Don agreed to bring their price down slightly in order to be in line with the comparative bid.

The overall contracts totaled about \$100,000 including map distribution and printing. John asked Nikki if she had any concerns and none were noted. Mike reiterated that he feels that evolving the marketing leadership with LFAs is important however we need to focus on forming the BID Bunch for the short-term so he suggested pushing the LFA piece out by 3-4 months until owned media investment and increased intent to visit initiatives were in place. He confirmed that leadership with LFAs in a longer-term project and John agreed.

Coraggio Group \$48,300-\$94,700 - No motion was made; item will be held and placed as a Future Agenda item so that Imperative #1 (evolving leadership with the LFAs) is discussed and does move forward.

Lori Keller \$20,000 - A motion was made by Laila Kollmann and seconded by Mike Hanchett; with no further discussion the motion passed with a voice vote of the advisory board.

Chromatic Collective \$6,000 - A motion was made by Shirley Lyon and seconded by Mike Hanchett; with no further discussion the motion passed with a voice vote of the advisory board.

Hilary Townsend PR \$21,300, including \$3,000 for VCA SF reception and \$1,800 for SATW conference. A motion was made by Mike Hanchett and seconded by Laila Kollmann subject to ability to get PR coordinator confirmed; with no further discussion the motion passed with a voice vote of the advisory board.

Certified Folder and Central Coast Printing \$49,286.48 - A motion was made by Laila Kollmann and seconded by Shirley Lyon; with no further discussion the motion passed with a voice vote of the advisory board.

Vingage Consulting \$2,500 (creative & graphics) - CAO noted that Brad Rubin has a graphic artist (Quincy) available to help update the H1DR map. A motion was made by Laila Kollmann and seconded by Shirley Lyon; with no further discussion the motion passed with a voice vote of the advisory board.

(John King left at 1:23pm)

Matt Masia wants to ensure that imperative #1 is pursued and Mike suggested adding to a future agenda to get project going by end of year.

**Letter to County regarding Airbnb:** Nikki understands the importance and meets with Justin weekly. Shirley noted the need to resolve the reporting issue and provide accurate figures for TOT as the VR ordinance is being discussed, and reiterated that accurate information is key to accurate communication as different VR ordinances are being created.

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

**Cambria Film Festival:** \$4,500 or \$2,250 if CBID matching funds approved. Mike noted that Cavalier GM is excited about working with Dennis on the event. Laila likes that the event was extended to three nights.

A motion was made by Laila Kollmann and seconded by Mike Hanchett for \$2,250 CTB funding and \$2,250 CBID matching funds for the Cambria Film Festival sponsorship; with no further discussion the motion passed with a voice vote of the advisory board; Matt Masia opposed matching funds.

**Cambria SLO CAL Highway 1 reopening co-op:** CAO Cuming reviewed the SLO CAL digital co-op plan focused on Highway 1 as it reopens. The funding will be made up of \$5,000 in CTB funding from contingency and \$5,000 from CBID matching funds out of the encumbered 2017 | 2018 VisitCA/SLO CAL co-op funds.

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the CTB and CBID matching funds for the SLO CAL H1 co-op; with no further discussion the motion passed with a voice vote of the advisory board.

Furthermore, the SLO CAL Dream Drive FAM is supported by the CBID with \$5,000 in matching funds to cover lodging and meals. A motion was not needed as these funds are coming from encumbered 2017 | 2018 VisitCA/SLO CAL co-op funds. The CTB did support their funding at \$5,000 and will reconfirm the motion based on their need to fund these monies through their contingency (and not through the existing budget with A&H).

**San Simeon Film Festival:** A motion was made by Shirley Lyon and seconded by Matt Masia to approve \$1,500 for the Film Festival sponsorship; with no further discussion the motion passed with a voice vote of the advisory board.

**San Simeon SLO CAL Highway 1 reopening co-op:** The funding will be made up of \$5,000 in SSTA funding and \$5,000 from CBID matching funds out of the encumbered 2017 | 2018 VisitCA/SLO CAL co-op funds.

A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the SSTA SLO CAL H1 co-op; with no further discussion the motion passed with a voice vote of the advisory board.

Furthermore, the SLO CAL Dream Drive FAM is supported by the CBID with \$5,000 in matching funds to cover lodging and meals. A motion was not needed as these funds are coming from encumbered 2017 | 2018 VisitCA/SLO CAL co-op funds and SSTA is funding with existing budget from Solterra.

**Edna/AG Valleys:** CAO Cuming reviewed the materials in the board packet for Solve's annual marketing budget.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$17,100 Solve contract; with no further discussion the motion passed with a voice vote of the advisory board.

### **Closing Comments**

None

### **Future Agenda Items**

- Strategic marketing imperative #1: evolve leadership with LFAs

### **Adjournment**

The meeting was adjourned at 1:39pm