



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

Board Meeting Minutes
August 22, 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, Bram Winter
County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: None

Guests: Gary Setting, Hilary Townsend

Call to Order

At 12:05 p.m.

Public Comment

The BOS agenda includes an item on affordable housing to increase TOT and possibly add an impact tax to vacation rentals; Shirley and SLO CAL have been talking with Supervisor Gibson about fees on second houses and how to halt. CAO Cuming has spoken with Guy Savage regarding the status. Mike noted that they are targeting the second largest general fund source.

Mike noted the daily increase in demand with Highway 1 re-opened.

Shirley said the Cayucos sanitary district groundbreaking had 100 attendees and will be complete in two years.

Administrative Items

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

Consent Agenda: A motion was made by John King and seconded by Shirley Lyon to approve the July 25 and August 1 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Bram Winter and Mike Hanchett abstained.

Financials: CAO Cuming reviewed the 2018 | 2019 FY budget highlighting that assessment collections are budgeted flat to prior year budget even though actuals came in at \$30,000 more than anticipated. CAO Cuming reviewed each line item and the board did not request any additional detail.

Administrator's Report & Partner Updates: CAO Cuming reviewed the Dream Drive details. Gary shared details of the champagne toast in Los Osos. Mike noted how happy everyone was about the efforts and outcomes. He indicated the need to continue growing the relationship with Hearst Castle. Laila agreed that the partnership was vital and there was a need to continue to expand the relationship with SLO CAL. Hilary Townsend shared her role with SLO CAL over the last year.

CAO Cuming thanked the board for supporting her attendance at the ESTO Conference. She touched on some highlights and will share the CBID and SLO CAL notes in September.

Upcoming Events: Next board meetings will be September 26 and October 24.
Quarterly meeting with SLO CAL on August 27.
BID Bunch integration summit and media day August 29 and 30.

Presentations: None

Discussion Items

Strategy & Topic Discussion: None

Committee Reports & Recommendations

Marketing & STP: Building a marketing team through disciplines: CAO Cuming shared Hilary's scope that was approved at the August 1 meeting. Hilary is the new PR contractor, and part of the BID Bunch. Hilary presented her background, sharing how it will integrate well with CBID initiatives and focus on relationships with SLO CAL, Visit CA, CCTC, Hearst Castle and others. Hilary is a member of SATW and will be attending their media reception. She will also attend the Visit CA media reception. John asked if Hilary has met with teammates and CAO Cuming noted that everyone will be meeting on August 29. Mike said he appreciates the targeted and proactive approach.

CAO Cuming reviewed the BID Bunch bio for each contractor and shared the draft agenda for the integration summit on August 29, followed by half-day media meetings with Ann from Orange 22 and Lori Keller.

John King left at 1:00pm.

Mike noted that the CBID tried to be best in class as it started in 2010 and he feels this team is focused within their disciplines. The Board is supportive of the BID Bunch and looking forward to the outcome of the summit and the formulation of the strategic marketing plan.

SLO CAL: CAO Cuming reviewed the SLO CAL meeting agenda in detail. The Board suggests continuing to evolve the partnership.

H1DR Map: CAO Cuming reviewed the new map. Laila commented that people are always at the Whale Trail sign. Shirley said they've seen 175 people per weekend at the new history center.

Action Items

CAO Evaluation and COLA approval: Laila asked if comments would be separated from LFA board members, admin and CBID board members; Nikki confirmed that they would. CAO Cuming addressed each area of improvement and thanked the board for the opportunity to work together. Nikki re-emphasized the anonymity of the process and recommended that CAO Cuming address the items at future LFA meetings and emphasize that she's there to help and thankful for the feedback. Laila suggested that CAO Cuming meet with each admin outside of the quarterly admin meeting. Bram asked about getting the BID Bunch in front of LFAs over the next year. Laila reviewed the feedback with the board: takes feedback well; addressed the areas noted for improvement; collaborative approach; evolved the job and herself; forward-thinking; positive communication with County, being open and respectful.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve a 2.2% COLA increase. Nikki noted that every two years the LFA boards and admins are asked for feedback. With no further discussion, this item was approved by a voice vote of the Advisory Board.

Local Fund and Matching Fund Applications

CAO Cuming noted that there are not any funding requests above the \$4,999 mark and let the board know that the Central Coast Aquarium submitted for clean-up kits at \$1805.

Closing Comments

None

Future Agenda Items

- Strategic marketing imperative #1: evolve leadership with LFAs
- Letter to the county re: AirBnb
- 2018 | 2019 LFA budgets
- SLO CAL TMD renewal presentation to CBID and LFAs

Adjournment

The meeting was adjourned at 2:14pm