



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

Board Meeting Minutes
September 26, 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, Matt Masia, Laila Kollmann, Mike Hanchett, Bram Winter, Gary Setting
County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: John King

Guests: Lori Keller (Momentum), Carissa Schwabenland and Kati Catania (A&H), Michael Wamboldt (SLO CAL)

Call to Order

At 12:11 p.m.

Public Comment

Michael Wamboldt from SLO CAL discussed the October 18 packaging party, October 24 educational symposium and stakeholder survey due October 18.

Chair Matt Masia officially welcomes Gary Setting as a new CBID Advisory Board member.

Administrative Items

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

Consent Agenda: A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve the August 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

Financials: Financials, balance sheet and reconciliation statement were included in board packet and the board did not have any questions.

Administrator's Report & Partner Updates: CAO Cuming commented on the SLO CAL marketing takeaways and ESTO conference notes. She also reviewed the recap for the 7 LFA areas, 2017 spend and FY 2018 | 2019 projected LFA budgets.

CAO Cuming thanked Nikki Schmidt for her work on the BIG grants; 12 projects were approved totaling \$100K. Nikki noted that the BIG total for 2018/2019 will be \$90K. Laila asked about writing a letter to encourage to get back to \$100K. Bram asked if there was concern over the number of applications; Nikki said she was not aware of any.

Justin is working through final Airbnb reporting; an error has been found in the software. Nikki noted that she and Justin are still working on the carryforward.

Upcoming Events: Next board meetings will be October 24, November 28 and December 19.

Presentations

None

Discussion Items

Strategy & Topic Discussion

Lori Keller reviewed both the BID Bunch integration outcomes, as well as walked the board through an outline of the Strategic Marketing Plan:

- **BID Bunch Integration** - Lori Keller reviewed the structure, integration summit takeaways focused on measuring success and an integrated effort.

- **Visit SLO CAL collaboration**
 - goals are to measure effectiveness
 - beta test campaign components
 - focus on campaigns as distributor of content
 - BID Bunch leads H1 content development
 - expand discussions with Morro Bay and Pismo Beach
 - continue to reduce duplication
 - event content feed and expand shared assets

- **Plan key components**
 - flows from the strategic framework
 - informed by research
 - focus on influencing visitation
 - three campaigns where we will create/test/learn/evolve

- **What's different**

- 3 distinct campaigns
- learning and changing as needed
- multi-channel
- drive engagement with a new media strategy to deliver 52M impressions
- build and engage database

Matt asked how these will integrate with the LFAs, and Lori noted that Imperative #1 will refocus many of our efforts on how we can provide more evolved programs and engagements with each LFA.

The three campaigns will be:

- Highway 1 is open - come explore (Oct-Dec)
- Coastal Discovery & Stewardship (Jan-Feb)
- Highway 1 Come to the Beach (March-April).

Lori shared research highlights from several reports, including Miles media, Vingage/CBID database survey, feeder market awareness study, Merrill research and SMG.

Committee Reports & Recommendations

- **Marketing & STP:**

- Marketing imperatives and initiatives**

1. Bridge and coattails opportunities with LFAs
2. Evolve marketing leadership with LFAs
3. Pursue excellence in owned media
 - Refine and leverage database
 - Align web strategy
 - Social strategies to drive consideration

Another focus will be to pursue partnerships and continue to pursue SLO CAL evolution and develop effective and targeted content.

Our strategic framework also notes the importance of our pursuit of earned media strategies/PR and leveraging owned media.

Shirley asked about content for our personas - increasing overall awareness of **communities. Laila noted concern about "overtourism" and importance of how to integrate locally. Mike commented on SLO CAL's advocacy work and how to integrate. Matt agreed that awareness is low about LFA and CBID efforts with locals and the investment in bringing potential visitors. It was asked if stewardship could continue to be used to grow local awareness. Paso Talks was described by Lori.**

Lori talked in more depth about signs of intent to travel and noted that specific KPIs need to be defined and become our measurement of success.

Next steps are to approve plan and budget, extend BID Bunch through June 2019, launch the fall campaign, and begin to pursue Imperative #1 to evolve leadership with our LFAs.

Marketing committee

CAO Cuming led a discussion on whether that the marketing sub-committee should be reformed. Shirley feels it may be premature. Laila agrees that it should remain at the board level for now. Mike said he looks to the CAO to guide the re-formation.

The economic impact results were shared. SLO CAL's year-end report will go to Board of Supervisors on 10/16 (changed to 11/7). The report showed for the 10 unincorporated areas that we had 1.5M visitors (up 4% or +58,000) spent \$304M (up 4.8%) with 39% in lodging, 22% retail and 17% food/beverage. Total economic impact exceeds \$375M with \$51M in tax revenue, employing almost 3,900.

Action Items

Strategic Marketing Plan and Marketing Budget

Following the presentation of the Strategic Marketing Plan, the board felt that the plan tied in well with our overall Strategic Marketing Framework. CAO Cuming reviewed details of the marketing budget with the primary categories as follows:

LFA Imperative	\$127,500
Paid Media	\$485,850
Collateral	\$60,400
Creative Development	\$20,000
Content Curation	\$55,000
Strategy and Research	\$44,000
Earned Media	\$49,500
Owned Media	\$81,600
Other Expenses	\$64,000

CAO Cuming noted that each of the BID Bunch contractors will integrate into the plan to execute on the strategies and tactics outlined. The term of the agreements with each will reflect a 9-month commitment from October 2018 through June 2019. A budget summary by contractor was provided to the board:

Lori Keller	\$41,000
Coraggio Group	\$61,200
Ann Balboa	\$54,850 + paid media investment of \$431,000
Brad Rubin	\$56,000
Josh Morris	\$46,000
Jaime Lewis	\$9,000
Hilary Townsend	\$49,500 + media hosting \$24,000 & media missions \$20,000
Kaci TJA	\$20,600
Jeff Pedigo	\$20,500

CAO Cuming noted that \$84,270 of the \$179,072 Contingency (as reflected on the August financials) will be reinvested into Marketing. The overall marketing investment for 2018 | 2019 was recommended at \$987,850.

A motion was made by Laila Kollmann and seconded by Bram Winter to approve the marketing plan and budget as presented. Mike Hanchett asked about the monthly investment for the BID Bunch compared to the CMT monthly hourly fees and CAO Cuming confirmed it is \$26,000 versus \$30,000 respectively. With no further discussion the motion carried by unanimous voice vote.

LFA board applications: A motion was made by Mike Hanchett and seconded by Bram Winter to approve Ken Kelly to the Avila Beach Tourism Alliance board.

Local Fund and Matching Fund Applications

CAO Cuming provided details on Eroica funding apps for CTB, SSTA, and VAC. Nikki noted that last year Eroica was overpaid by \$1,999 and would recommend reducing the \$7,500 by \$1,999. Shirley asked for the County to provide written details of the money owed. Mike asked about the experience Paso had with Eroica and Matt noted that it brought people from all over the world; he feels it is a great event.

Cambria Eroica: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$20,000. With no further discussion the motion carried by unanimous voice vote.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the \$5,000 matching fund request. With no further discussion the motion carried by a voice vote; Matt Masia opposed.

Cayucos Eroica: A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$7,500. Shirley Lyon asked for a friendly amendment to add the deduction of the **\$1,999 credit for last year's overpayment.** Both Mike and Bram accepted the amendment. With no further discussion the motion carried by unanimous voice vote.

Cambria Art & Wine Festival: A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$5,000. With no further discussion the motion carried by a unanimous voice vote.

Cambria Christmas Market Shuttle: Bram clarified that the Chamber is requesting the funding. Laila asked about the value and what Cambria can do to encourage re-visits. They expect 5,000-7,000 riders and will be able to grow attendance to the event and in-market overnight visitation in December. Bram noted that they are working with hotels to create packages and increase overnight stays. Nikki asked if you must be a hotel guest to use the shuttle and Bram confirmed that it will not be limited. Laila noted the benefits of providing access to the market. CAO Cuming said that the funding was not approved in San Simeon. Matt asked about ways to take advantage of those who attend. Carissa (A&H) notes that they advertise on the bus and ways to get them to book a future visit. Geo-targeting through social was recommended by Kati (A&H). The board asked to if they could acknowledge **CTB's support** with signage on bus. Lori suggested an Instagram generated promotion. It was asked if Safe Ride has a TV available for onboard video. Matt asked if Laila would be supportive if specific marketing promo efforts through the Chamber justified the shuttle funding. Matt noted how it positively impacted overnight bookings with the bus and hotel packages. Laila said there was a need to track and Bram said they will evolve with providing rider statistics. CAO Cuming commented on an opportunity with app

download. Mike pointed out that the event drives business during the slowest period and spills over.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$14,375. With no further discussion the motion carried by a voice vote; Bram Winter abstained.

Other: CAO Cuming noted that VLOB funded Big Big SLO event content services for \$3,000 and Edna/AG Valley approved SLO Wine affiliate sponsorship for \$3,500. Cambria approved the Chamber visitors guide for \$650.

Closing Comments

Nikki asked about the Zagster bike program in Cambria and Matt said they are looking to launch next summer.

Future Agenda Items

- Strategic marketing Imperative #1: evolve leadership with LFAs
- Letter to the county re: AirBnB
- SLO CAL TMD renewal presentation to CBID and LFAs

Adjournment

The meeting was adjourned at 2:30pm