



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

Board Meeting Minutes
October 24, 2018
1:00 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, Bram Winter, Gary Setting

County Liaison: Nikki Schmidt (absent), CAO Cheryl Cuming

Absent: John King, Mike Hanchett

Guests: Ann Balboa, Orange 22

Call to Order

At 1:10 p.m.

Public Comment

Administrative Items

Roll Call: Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, and Bram Winter are present. John King and Mike Hanchett were absent (both excused).

Consent Agenda: A motion was made by Laila Kollmann and seconded by Bram Winter to approve the September 26 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

Financials: CAO Cuming reviewed note from Allison Palm: "As previously reported the cash balance that the County reports is more than what I have accounted for as it included Air B&B revenues as of September 30, 2018 is \$138,455.72. Thus, they are reporting this cash on their cash reconciliation however not reporting it as funds collected/earned. I am hopeful that they will be able to supply us with a reconciliation of all the cash

deposit/earnings related to the Air B&B activity as well follow up on the carryforward info from the County per our meeting a last year. I am now reporting this on the Balance Sheet as the amount is getting quite large. It has no impact to the revenue or expenses and is only reported on the Balance Sheet. This allows for us to really track what is going on **(since we haven't received any info). I have also broken out the small amount cash that I couldn't reconcile to last year when we reconciled and separated the cash by fund (\$1.625.99).** This when you look at the Balance Sheet the Total Checking/Savings of \$1,929,379.50 is what is CBID. They are reporting \$138,455.72 more which I believe is the Air B&B, but do not know for sure."

The board requested a written update at the November meeting and would like to know when the Airbnb and carryforward issues can be resolved. Shirley noted unreported Morro Bay monies may be causing issue.

CAO Cuming noted that the contingency fund is at \$109,000 after monies are allocated for marketing.

Administrator's Report & Partner Updates: SLO CAL held its annual industry education symposium. Laila commented in the information shared about Google rankings and managing your position in the "top 10". Shirley said that she found the SLO CAL symposium helpful.

VAC issued a letter of support for the 1st Street beach access. Shirley said that the Lions and Rotary wrote letters, and Supervisor Gibson also wrote a letter of support. \$250,000 in total funding is needed and it was noted that there may be an opportunity to get the difference from the Coastal Conservancy.

Upcoming Events: November 28 and December 19 CBID Advisory board meetings

Presentations

Discussion Items

Strategy & Topic Discussion

- **Media plan** - Ann Balboa, Orange22, introduced herself and reviewed her background. Matt asked about video and Ann noted the possibility of Connect TV. She wants to focus on programmatic and overall digital investment. Programmatic plan will focus on those who search for vacations in California with key activities on the coast. Ann shared a presentation that included her strategic map for strategy. **Bram asked about SEM for Cambria hotels and how the CBID plan won't duplicate or negate local efforts.**

Ann shared the timing, targets, budget and KPI/value with \$40,000 (10%) of added value within the \$485,000 media budget. The vendor list was reviewed, and the overall plan is targeted with media tactics that aim to deliver 75M impressions; 20M of which will come through programmatic via TradeDesk. Bram asked how LA Times and Trade Desk relationship works. Ann explained that they leverage with a content buy to bolster programmatic campaigns. The expectation is 32M impressions through storytelling content development with H1DR interactive map and seven custom stories in SF Gate, with a full-page ad in SF Chronicle.

Strategic Map

THE Strategy:

Create awareness and consideration of HGWY1 in SLO County



Optimization + Learning. Arrivalist, Site stats, Attribution, Factual (GeoFencing) & Pixels track performance.

"In-Kind" Co-op drives Added Value

Outcome: An integrated media program, well balanced between data-driving and content rich solutions that will drive deeper consideration for H1DR and give return in value.

SEM will deliver 7,000 paid clicks and a coattail test will be done with Google and 2 LFAs. Social influencers will create 4.2M impressions via 32 influencer content pieces. An additional 1 million impressions will come through email. Furthermore, an interactive map will drive interaction through native ads. There will be four influencers who correlate to the soul-seeker persona and create direct traffic to LFAs with a meaningful contribution of new stories to the content library.

Programmatic will be aimed toward dynamic creative retargeting, social integration of posts, custom segments, whitelist sites, crafted messages by interest, search retargeting, lookalike audiences, cross household device and contextual keywords.

Native content will be delivered through SF Gate Story Studio, working with 100 partners. Shirley noted that the NY Times is an amazing paper and Ann agreed that it is very well read in SF and LA areas.

The SEM coattail effort will include Cayucos and Los Osos/Baywood. Cayucos will drive to H1DR destination page while the Los Osos test will drive directly to their LFA site. Bram asked about how the board will learn as they go and how adjustments will happen. CAO Cuming confirmed that ongoing reporting to help inform and adjust.

Ann presented the overall media matrix spend of \$485,850. Additional consideration **is given to SLO CAL's spring digital co-op** to drive to a landing page on the H1DR site. Ann also suggested keeping an eye on TripAdvisor as they are evolving into a new look and strategy. Matt asked how this will drive conversions to overnight stays. The focus of the plan is awareness of Highway 1 and will drive consideration. Gary commented about how times have changed, and the marketing is so segmented **now. Bram asked if there's a possibility of creating a direct referral to properties.** Gary supports this concept of driving strategy for heads in beds. The board may consider TripAdvisor in the future as they look to drive the planning phase. Gary asked about the SLO CAL co-op and how the CBID is cooperating.

The board is excited about the new media approach and strategy and supports moving forward with the plan as presented. Ann shared the BID Bunch integration summit advantages in bringing contractors together and the importance of how they will integrate.

- **Visit SLO CAL collaboration** - The board confirmed that they would like a presentation from Christine Robertson (SLO CAL) regarding advocacy and destination development efforts.

Committee Reports & Recommendations

- **Marketing & STP:** CAO Cuming shared the September PR report showing a total reach of 48 million with 11 total articles, including NY Times, Westways and Alaska Airlines Beyond.

CAO Cuming also shared the SATW (Society of American Travel Writers) recap including 10 meetings with outlets like the LA Times, Frommers, AFAR, Via and Nat Geo Traveler.

CAO Cuming confirmed that work has begun on the History & Heritage Trail landing page and that Katie Sturtevant is finalizing details around the 33 activities for the Coastal Discovery and Stewardship Celebration.

Action Items

Local Fund and Matching Fund Applications:

San Simeon Go West Trade Show: A motion was made by Bram Winter and seconded by Laila Kollmann to approve \$8,397 for the Go West trade show. With no further discussion the motion carried by a unanimous voice vote.

San Simeon Chamber FAM A motion was made by Shirley Lyon and seconded by Bram Winter to approve \$10,000 to host visiting journalists. With no further discussion the motion carried by a unanimous voice vote.

Other: CAO Cuming noted that San Simeon also approved \$2,000 in support of the Cambria Art & Wine Festival.

Closing Comments

Future Agenda Items

- BID Bunch: meet Josh Morris (Chromatic Collective) and Jaime Lewis
- Strategic marketing imperative #1: evolve leadership with LFAs
- SLO CAL TMD renewal presentation to CBID and LFAs

Adjournment

The meeting was adjourned at 3:24pm