



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

Board Meeting Minutes
November 28, 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, Gary Setting, Mike Hanchett
County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: John King, Bram Winter

Guests:

Call to Order

At 12:07 p.m.

Public Comment

Mike Hanchett discussed Caltrans plan to close H1 based on the weather report, closing 48 hours in advance of any significant weather event. Caltrans will reassess when it will reopen on a case by case basis. This uncertainty is creating confusion, and message management is challenging. Mike noted that there was a locked gate placed at Ragged Point 40 years ago, and that gate has been re-erected.

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the October minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Mike Hanchett abstained.

Financials: CAO Cuming noted financials were included in board packet and Shirley asked about the "checking" line item on the balance sheet. CAO Cuming will reconfirm with Allison Palm and provide details at the next CBID Advisory Board meeting.

Administrator's Report & Partner Updates: SLO CAL TMD district renewal is underway and CAO Cuming provided general information about their process. The renewal effective date is June 2020.

Upcoming Events: the board agreed that the December 19 CBID Advisory board meeting is not needed. The next meeting will be held on January 23, 2019.

CAO Cuming confirmed the Coraggio Group meeting in Portland from December 3 – 5.

Presentations

Discussion Items

Strategy & Topic Discussion

- **Coraggio Group** – CAO Cuming shared the draft agenda for the 2-day work session with Coraggio Group to build the parameters for the LFA integration imperative. CAO Cuming confirmed that Lori Keller will attend and help guide this process. Gary asked about the identified objective of how the LFAs fit into the sales funnel and wanted to ensure they understand that LFA marketing should drive property activity. The board was supportive of the agenda, and CAO Cuming will provide the LFA initiative details at the January meeting.

Committee Reports & Recommendations

- **Marketing & STP:** CAO Cuming talked at length with the CBID board about the progress of the BID Bunch, and the need for a solution to manage daily task deliverables. The Board recommended that CAO Cuming explore the options and provide a solution at the January meeting.

CAO Cuming encouraged the board to access the new photos and videos on FLICKR, and Mike Hanchett asked about a photo release form. Nikki noted that 'ownership' of any materials created on behalf of the CBID is covered in the current County contract. Mike stated that his agency needs specific language so Nikki will pursue with County Counsel.

CAO Cuming confirmed the History & Heritage Trail and Coastal Discovery Celebration landing pages will launch in early January. Campaign 2 will launch by January 14, 2019, with an emphasis with digital marketing through LA Times | TradeDesk, and community stories presented through SF Gate.

CAO Cuming discussed the PR support role and noted that Katie Sturtevant has expressed interest to work with Hilary to provide support with journalist hosting, itinerary creation, partnership outreach and VisitCA | SLO CAL content submissions.

Action Items

County resolution AirBnB and Carryforward

Nikki apologized for not having the details ready to present to the board and did confirm that she is working on the reports and will provide a resolution before the January meeting. CAO Cuming will place this item on the January agenda.

Media: Authorization, Invoicing, UTM coding

Nikki confirmed that County Counsel approved the authorization language provided by Orange 22. With this, Ann Balboa is authorized to place media on behalf of the County | CBID and will provide monthly media invoice back-up to cover media expenses in a pass-through account. The media budget has already been approved by the CBID, so no additional action is needed at this time.

CAO Cuming confirmed that Ann will utilize the current SEM contract, Dave, to implement UTM tracking codes on all advertising. This will require an additional investment of up to \$2,000, which is well within the 10% contingency amount of the current contract with Orange 22. No action is required at this time.

Updated PR Scope and annual Cision subscription

CAO Cuming shared the PR Coordinator scope and confirmed Katie's time at \$1,750/month. The current Cision subscription is being provided by Parker Sanpei at a fee of \$500/month, and CAO Cuming confirmed that to get our own would cost \$7,500 per year. The board confirmed that we should continue to get this service through PSPR.

CAO Cuming noted that the current budget would remain intact as Katie's hours would be covered by the fees approved within the current PR budget. The CBID Advisory Board is supportive of the updated PR scope for both Hilary and Katie.

A motion was made by Gary Setting, and seconded by Mike Hanchett to approve the PR Coordinator scope with Katie Sturtevant at \$1,750 per month being funded from the existing PR budget, effective from 12/1/18 through 6/30/19. With no further discussion, the scope was approved by a voice vote of the Advisory Board.

LFA Board Member Applications

Nikki noted that she has been addressing the questions a concern that the Oceano Nipomo LFA has a State Parks employee on the LFA advisory board. Nikki reiterated that LFA application come before the CBID Advisory Board, and this can be addressed as needed.

Local Fund and Matching Fund Applications:

Cayucos Sea Glass Festival sponsorship: A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve \$7,000 for the Sea Glass sponsorship. Laila noted that both the Land Conservancy and the Historical Society will be involved so visitors can learn

Closing Comments

Future Agenda Items

- Christine Robertson, SLO CAL Advocacy and Destination Development Plan
- 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 1:24pm