



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

Board Meeting Minutes  
January 23, 2019  
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, Bram Winter, Gary Setting, Mike Hanchett  
County Liaison: Nikki Schmidt (absent), CAO Cheryl Cuming

Absent: John King (excused)

Guests: Matthew Landkamer, Lori Keller

**Call to Order**

At 12:02 p.m.

**Public Comment**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, and Bram Winter are present. Mike Hanchett arrived at 1:15. John King was absent.

**Consent Agenda:** A request was made to correct the date. A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the November 28 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming confirmed the balance sheet details which reflects a balance that is solely the current month's outstanding assessment at the end of the month. The County does not always collect/deposit all amounts before the end of the month. The balance is what is reported in this account at the end of the month. CAO Cuming noted that AirBnB collection were recorded to the financials with \$88,698 in assessment collections to CBID and will be held in contingency.

**Vacation Rental Update:** Shirley Lyon provided an update on vacation rental meeting. A North Coast advisory committee meeting had 75 attendees where a lack of code enforcement was identified as the largest problem, in addition to unlicensed AirBnB and VRBO rentals. Supervisor Gibson suggested raising fines for non-compliance and hiring a compliance officer. The Sheriff's office did not have any complaints on record. Gibson noted his concern of how the vacation rental market could impact the long-term rental market. A similar situation recently occurred in San Diego; the result was increased impact fees and a subsequent repeal of those fees. Bram Winter asked if a vote was taken and Shirley confirmed there was not. Bram asked about Host Compliance next steps and CAO Cuming there is a meeting scheduled with the County for February 25.

**Administrator's Report & Partner Updates:** None

**Upcoming Events:** February 27 and March 27 board meetings

### **Presentations**

None

### **Discussion Items**

#### **Strategy & Topic Discussion**

- **Imperative #1 Evolve LFA Leadership** - CAO Cuming introduced Matthew Landkamer, Coraggio Group. Matthew provided the project scope, retreat agenda from December 4-5, and draft LFA program document. CAO Cuming said she is excited to bridge the LFA partnerships with value-based offerings, involving the LFA All Agency partners on what resonates most with them. Matthew and Lori Keller reviewed the program offerings overview and noted additional projects including: Google Business Destinations (SLOCAL co-op), CrowdRiff (UGC platform), SLOCAL co-op SLOCOG tourism oriented directional signage.

Matthew explained each program:

1. #hashtag co-op
2. Email marketing automation
3. Look alike program for email & digital
4. Retargeting
5. SEM program
6. Geofencing program - Bram asked about privacy concerns with tracking IP addresses.
7. Interactive map enhancements
8. Mini marketing plans
9. Exterior lodging property photos
10. Persona-specific content per LFA

Gary Setting said he thinks this is really necessary and will be very valuable. Bram agrees and noted that guidance and alignment will be key. Laila Kollmann said the CBID is building trust with LFAs and many do not have the ability to do some of these things on their own. Bram feels the board needs to “hold firm” on parameters to keep the program on track. Matt agreed that consistency is key. Shirley said she feels this is going in the right direction.

Matthew reviewed the next steps, which include adding the three new programs (noted above). Lori Keller and CAO Cuming will meet with All Agency contacts and identify top 2-3 ideas, apply cost to each, acquire CBID support for funding, change the management discussion, and present to LFA boards. Lori noted how results can be brought forward to impact future success and Gary agreed.

### **Committee Reports & Recommendations**

- **Marketing & STP:** CAO Cuming noted the December PR report garnered eight placements, three media visits and one media mission. Six of the top 50 list have now been checked off. CAO Cuming confirmed that the Kind Traveler sponsorship at \$9,000 will not be pursued at this time due to lack of engagement with subscribers we acquired through a getaway promotion. She also reviewed the campaign 2 creative from LA Times and shared the media results and tracking spreadsheet so the board could see the level of detail that Ann/Orange22 are providing. Lori noted that there will be continued work with LA Times to learn what works best with placement, platform and creative. Laila said that she really likes knowing and learning at this level. Bram said he supports being nimble and continuing to evolve the plan based on performance.

CAO Cuming reviewed the overall structure of BID Bunch and how best to coordinate work across multiple contractors. Bram asked about a communication platform like Slack. CAO Cuming noted the board’s ask in November to offer solutions on how to manage daily task delivery from the BID Bunch going forward. CAO Cuming recommended implementation support and provided an overall scope for Lori Ritchey totaling \$11,000 from February through June 2019. Lori Ritchey would coordinate daily task deliverables and report roll-up. Gary noted that he really enjoys working with Lori and that her implementation and project management skills are strong - she’s a doer. Bram asked about roles with Jeff Pedigo and Brad Rubin and how they work together. CAO Cuming confirmed that they work well together; CAO Cuming manages Jeff’s deliverables and Lori Keller manages Brad’s. Going forward, Lori Ritchey will support tactical deliverables and project management for both.

### **Action Items**

**County resolution of AirBnB:** Nikki Schmidt provided detail on the overall AirBnB assessment collections: LFA amount of \$88,697 and CBID amount of \$88,697 for a total of \$177,395. CAO Cuming will get allocation calculation from Nikki and share with the board once confirmed, then November and December financials will be shared with LFA admins. Bram asked about the anomaly with Oceano/Nipomo amount and CAO Cuming noted that this question has been asked of Justin at the County. CAO Cuming will review these details

during the February/March LFA board meetings. She noted the carryforward details are being confirmed and is waiting to receive details from the County.

**BID Bunch implementation support:** A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$11,000 for implementation support through Lori Ritchey. During board discussion, Matt said he was concerned that when the CBID considered forming the BID Bunch that CAO Cuming reassured the board that it was in her wheelhouse and that time to manage contractors could be an issue. Laila noted that CAO Cuming's background is that she has the skillset to manage yet needs support on daily task deliverables. Shirley added that the value will override the cost. Matt noted that he really likes the direction things are headed. With no further discussion the motion passed; Gary Setting abstained.

**SLO CAL partnership UGC vendor CrowdRiff:** CAO Cuming presented the CrowdRiff proposal and discussed the economic impacts of a robust UGC platform. Lori Keller spoke to the values of UGC platforms and how they build content, increase engagement and increase time on website. Bram asked about permission for usage and CAO explained. Bram said he feels that \$24,000 investment for LFAs is premature.

A motion was made by Bram Winter and seconded by Laila Kollmann to approve \$6,000 for CBID partnership through June 2020, and asked CAO Cuming to further explore the LFA option with a test and to reconsider the investment of an additional \$24,000 at the February board meeting. With no further discussion the motion passed unanimously.

### **Local Fund Area (LFA) Board Applications**

**New:** A motion was made by Bram Winter and seconded by Shirley Lyon to support Danielle Bronson's application for the Oceano/Nipomo LFA Board. With no further discussion the motion passed unanimously.

Los Osos/Baywood Park LFA board has requested that Katie Lee Armstrong submit a formal application.

**Renewals:** A motion was made by Bram Winter and seconded by Gary Setting to support 3 LFA Board renewals, including Karen Cartwright (Cambria), Linda Austin (Oceano/Nipomo), and Kevin Beauchamp (Oceano/Nipomo). With no further discussion the motion passed unanimously.

**Resignations:** A motion was made by Bram Winter and seconded by Gary Setting to support 3 resignations including Dena Bellman's (Oceano/Nipomo), Linda Ennen (Cambria), and Bill Lee's (LO|Baywood). With no further discussion the motion passed unanimously.

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

Matt Masia shared detail from the CTB funding of July 4th fireworks with \$2,000 marked for marketing and \$2,000 for fireworks. There was discussion amongst the Cambria tourism board and the motion was not unanimous. John Ehlers will attend the SSTA meeting to

request funding, and both the CTB and the SSTA funding requests will come before the CBID Advisory Board at the February meeting.

**San Simeon Friends of the Elephant Seal marketing materials:** Bram asked Mike about the request and Mike indicated his support. A motion was made by Laila Kollmann and seconded by Bram Winter to approve \$9,793 for the brochure printing and Certified Folder distribution. With no further discussion the motion carried by a unanimous voice vote.

**Cayucos social media marketing and photos:** A motion was made by Bram Winter and seconded by Shirley Lyon to approve \$19,200 for Danna Coy to provide Facebook management and photography for the Visitor Alliance of Cayucos to bolster their marketing efforts. With no further discussion the motion carried by a unanimous voice vote.

### **Closing Comments**

None

### **Future Agenda Items**

- Christine Robertson, SLO CAL Advocacy and Destination Development plan
- BID Bunch: meet Josh Morris (Chromatic Collective) and Jaime Lewis
- SLO CAL TMD renewal presentation to CBID and LFAs

### **Adjournment**

The meeting was adjourned at 2:39pm