



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

Board Meeting Minutes  
February 27, 2019  
12:00 p.m.

County Administrative Office  
1055 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 (excused), Bram Winter (excused)

Guests: Jim Bahringer and Jill Jackson (CTB), Josh Morris and Jaime Lewis (BID Bunch)

**Call to Order**

At 12:06 p.m.

**Public Comment**

Nikki Schmidt reminded the board that their Form 700 filings are due April 1. Nikki will confirm who is required to have ethics training.

**Presentations**

Josh Morris of Chromatic Collective shared the Best of Highway 1 photos, drone footage and videos. Mike Hanchett asked about usage language and Nikki confirmed that she is working on this. Josh also shared the Open for Anything and campaign 3 videos.

Jaime Lewis reviewed the content curation evolution, including brand voice, H1DR website, campaign development, blogs and SEO-driven profiles.

Jim Bahringer spoke to the board about the American Legion July 4th funding at \$4,000 and noted the goal to have the fireworks be self-funded. Funds are paid a year in advance so he's working with local business sponsors to get fully funded for 2020. Funds are being attributed to both marketing and other partners are being approached about fireworks sponsorships. Jim noted that SSTA funded at \$4,000 with a caveat that the American Legion won't request funding again next year; private funding is key. He indicated there is \$16,5000 in hard costs for the fireworks. Nikki asked how the \$8,000 in funds provided by both SSTA and CTB will be used. Jim indicated SSTA \$4,000 will fund fireworks paid in advance for July 2019. The \$4,000 CTB funding is made up of \$2,000 for advance fireworks purchase plus \$2,000 for American Legion marketing expenses through A&H. The Legion is currently seeking \$15,000 of other sponsors to cover fireworks. Matt Masia noted that the board has encouraged the Legion to identify new funding sources. Nikki requested the Archer & Hound marketing plan in writing. Jim provided further detail on American Legion \$2,000 to promote sponsors. Laila Kollmann asked if the Legion would provide details on how the monies will be spent.

### **Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann, and Mike Hanchett are present. John King and Bram Winter were absent. Matt mentioned that John is not feeling well, and Laila asked if John can assign a designated representative; Nikki confirmed they can apply. Nikki will look into how a temporary replacement can attend the meetings to keep John in the loop. Matt will follow-up to see what John wants to do.

**Consent Agenda:** A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the January 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** January financials were distributed to the board. Nikki explained the adjustment amount on the reconciliation statement when monthly deposits miss the cut-off. Shirley asked about how the adjusted amount is reflected on the balance sheet. AirBnB assessments were brought onto the financials through June 2019 totaling \$128,285, creating a total contingency of \$207,000.

**Administrator's Report & Partner Updates:** Sequence of events - Nikki reviewed dates for 4/23 ROI with July 1 renewal. Nikki noted SLO CAL TMD is in the process of renewing. CAO Cuming noted 9 submissions for the Beautification and Infrastructure (BIG) grants.

**Upcoming Events:** March 27 and April 24 board meetings. Avila Beach constituent mixer will be held on March 25.

### **Discussion Items**

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

- **Mid-Year Strategic Marketing Report** - CAO Cuming reviewed the mid-year strategy update. Matt asked about other communities' interest in creating a greater H1 voice. Nikki feels like H1 is an attraction worth pursuing. CAO Cuming confirmed that she and Lori Keller are leading a conference call with all H1 communities to

create a H1 wish list that will focus importance on this unique attraction and the number of DMOs and constituents along this corridor.

- **Roll-up Report** - The January Roll-Up Report was reviewed by CAO Cuming. The board acknowledged how well-done the report is - easy to read and full of good intelligence. CAO Cuming acknowledged Lori Ritchey's role in curating the report and confirmed that these will be included monthly and specific details are available as needed.

## **Committee Reports & Recommendations**

- **Marketing & STP**

- Imperative #1 - CAO Cuming referred to LFA assistance programs overview and shared the outcome of All Agency meeting where the groups were presented with 12 program options and they narrowed them down to 4 programs: SEM program, exterior lodging property photos, Google My Business DMO partnership, and CrowdRiff UGC platform. Shirley said CCMA is getting legs and can help to coordinate lodging photography as the group now represents over 800 vacation rental properties. CAO Cuming noted the December PR report garnered 8 placements, 3 media visits and 1 media mission. Six of the top 50 list have now been checked off. CAO Cuming confirmed that the KindTraveler sponsorship at \$9,000 will not be pursued at this time. 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 is providing. Cheryl 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.
- BID Bunch evolved structure - CAO Cuming shared the overall CBID organizational structure and provided details on how the BID Bunch is being managed. The board acknowledged the progress made since the inception of the CBID back in 2009 and would not have guessed the organization would evolve into its present structure.

## **Action Items**

**County resolution of AirBnb and carryforward amounts:** Nikki reviewed carryforward document with 5-year average collection percentages to determine reconciled carryforward amounts by LFA. CBID has \$71,177.02 and LFAs will receive 5-year average collection percentage of their share of \$71,177.02. Shirley asked about the calculation based on BID assessment collection and Nikki confirmed use of 5-year average.

A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the carryforward as presented. With no further discussion the motion passed unanimously. CAO Cuming will provide details at March LFA meetings and Nikki will process so additional monies go to CBID and LFA financials in February or March.

**SLO CAL partnership UGC vendor CrowdRiff:** CAO Cuming reviewed UGC platform proposal and test results from CrowdRiff. CAO shared that Solterra, Archer & Hound, and Solve all agreed that an investment in CrowdRiff would provide value to their LFA. The test did confirm that the quantity and quality of photo assets are worth the license fee of \$6,000 per LFA marketing firm. Laila asked about the timeframe and CAO confirmed it would go through June 2020. Mike clarified the interaction of LFA marketing firms and their interest to participate; CAO confirmed they are on board with Cayucos participation pending as their marketing relationships is brand new. Nikki asked about the investment with Josh for photos and CAO reminded the board that 'content is king' and the more assets we can add the more visibility achieved for each LFA. Cuming also noted the fact that CrowdRiff assets will roll up to SLO CAL, and hopefully to VisitCA. Gary noted how important having quality photos has been for Sea Pines. Matt asked about the SLO CAL relationship and CAO explained that they connected all DMOs to CrowdRiff with partner pricing and that H1DR and its 10 communities will roll-up to SLO CAL so the area will be represented through photo assets. Mike asked the board will re-assess Josh's role as more photos are gained and CAO explained that they will be looking at additional video, lodging shots and will evolve Josh's scope based on future needs. Gary noted how each LFA can collaborate and cross-share their assets to continue to build the library. CAO noted the \$6,000 investment for H1DR (TJA will hold license for H1DR, AB and O/N) was approved in January so if approved the overall proposal with CrowdRiff will total \$30,000.

A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve \$24,000 for four licenses (LFA marketing firms Solterra, A&H, Danna Coy and Solve) through June 2020. With no further discussion the vote passed by a unanimous voice vote of the board.

**History & Heritage flier printing and delivery:** CAO Cuming reviewed the Central Coast Printing bid and noted the creative time to build the map.

A motion was made by Laila Kollmann and seconded by Gary Setting to approve \$3,750 from contingency. With no further discussion the motion passed unanimously.

### **Local Fund Board Applications**

**Los Osos/Baywood Park Katie Lee Armstrong:** A motion was made by Gary Setting and seconded by Mike Hanchett to approve Katie Lee's LFA board application. With no further discussion the motion passed unanimously.

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

**San Simeon and Cambria American Legion July 4th:** Laila asked Matt about the Cambria meeting discussion and Matt confirmed that not all CTB members were in support. There is a focus on funding marketing efforts, and it was made clear that it won't be funded in the future. Mike spoke to the San Simeon meeting that the fireworks do generate overnight stays. He said it's tough to see past trends and how it impacts given that July 4th is on a Thursday this year. Mike reminded the board that historically the American Legion used to raise money to fund fireworks and needs support to continue. SSTA did state this would be the last year; SSTA supports funding \$4,000 for 2019. Shirley said she's not averse to supporting the two communities in their want to fund. Matt clarified that the

Cambria funds will support marketing. Nikki noted that a request could be made for marketing details from both Archer & Hound and American Legion. The board discussed other areas that will have fireworks and Gary asked about each including Cayucos, Pismo Beach and Cambria. Laila noted the issue of overflow to Cayucos if Cambria cancelled - it would be an issue.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve \$8,000 total (\$4,000 SSTA and \$4000 CTB) with \$6,000 to American Legion and \$2,000 to Archer & Hound. The motion was amended to include a provision that Archer & Hound provide marketing plan to CAO Cuming to submit to the County. With no further discussion the motion carried by a unanimous voice vote.

Laila asked if it should be stated that it is the last year it will be funded. CAO Cuming reminded the board of the letter sent last year stating that alternate sources need to be found. Matt noted that language could be included in County contract and the board agreed the message is clear that funding may not be provided in 2020.

**San Simeon Visitor Center Admin Support:** Mike noted that Jeanne's role is key with the visitor center and LFA. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$43,650 for administrative and visitor center support. With no further discussion the motion carried by a unanimous voice vote.

**Los Osos Solve budget amendment:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve Solve's additional projects at \$5,750 for CrowdRiff training, contingency and video. With no further discussion the motion carried by a unanimous voice vote.

### **Closing Comments**

None

### **Future Agenda Items**

- Derek Kirk, SLO CAL Advocacy and Destination Development plan
- SLO CAL TMD renewal presentation to CBID and LFAs

### **Adjournment**

The meeting was adjourned at 2:45pm