

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

Board Meeting Minutes
March 27, 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, Gary Setting, Mike Hanchett, Bram Winter, John, King

County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: None

Guests: Lori Keller, Lori Ritchey

Call to Order

At 12:03 p.m.

Public Comment

Shirley said that the next Central Coast Management Association meeting is April 30. The group has 15 paid members and will address the proposed impact fee to be used for affordable housing. There will be a meeting with all Board Supervisors that will include CCMA members from all over the County.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Gary Setting and seconded by Mike Hanchett to approve the February 27 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board. Bram Winter and John King abstained.

Financials: CAO Cuming reviewed the financials noting the CBID is on pace to exceed assessment collections. Nikki did confirm that the carryforward reconciliation will be reflected on the March financials.

Administrator's Report & Partner Updates: CAO Cuming reviewed the SLO CAL outcomes from the Outlook Conference:

- Destination management - critical to long-term success of tourism
- International travel - continues to grow in opportunity; top markets are:
 - By spend: Canada, China, Japan and UK
 - By numbers: Canada, China, UK, Australia, Mexico
 - By avg. # of nights: China, Brazil, Canada, Scandinavia & UK
- Ctrip is the way into China business and FIT is growing
- India is a market on the top watch list for growth
- Leisure slowdown:
 - Sentiment index will go down in next 12 months
 - 32% of domestic US vacations are considering price
- Business:
 - 12% plan to take fewer trips; 32% plan to take more
 - 4% increase expected for 2019 meetings & convention travel
- International:
 - US share of long-haul travel down to 12%; recent peak in 2013 at 16%
- Disrupters:
 - Amazon is the next big travel disrupter and is leveraging Prime membership and consumer data - 44% would consider Amazon as their first choice for travel if it was available

CAO Cuming thanked TJA and John Sorgenfrei for his ongoing support and partnership with the CBID, including his willingness to sign and process the invoice on behalf of the CBID for both the Yosemite Journal insertion order and the CrowdRiff contract.

Highway 1 DMO discussion: Lori Keller provided an overview of the DMO discussion with Grover Beach, Pismo Beach, Morro Bay, SLO and CBID communities to move ahead with a H1 wish list with SLO CAL. Matt asked how relationships will work. Mike asked about SLO CAL's interest and CAO Cuming confirmed that they are interested to figure out a project that will work for all. Lori Keller talked about the three pillars of SLO County with wine, beaches and Highway 1. Laila noted she is hearing input from guests on history and heritage and is excited about the H&H trail. Shirley asked if lodging front desks are telling people about H1 packages.

Upcoming Events: April 24 and May 22 CBID Advisory board meetings. Nikki reminded

board members that Form 700 is due April 2. Laila reminded board that CBID renewal public meeting occurs at Board of Supervisors meeting on May 14. The SLO CAL Destination Summit is May 9 from 11am to 4:30pm.

Discussion Items

Strategy & Topic Discussion

- **2019 | 2020 Strategic Marketing Plan** - Lori Keller introduced the marketing plan and key initiatives discussion. Lori reviewed each initiative and outlined what we are considering in the upcoming fiscal year. CAO Cuming spoke more about the status of Google My Destination|Business co-op offering from SLO CAL. The efficiency of owned media is focused on database, web strategy and social strategies. Lori talked about bucketing interested consumers with customized eblasts to deliver content they seek.

Website destination page program was touched on, and will begin with Cayucos. CAO Cuming noted the importance of testing the development of this project against BID Bunch disciplines and how it will be done for all 10 regions with scopes and budget in the next fiscal year plan.

There was discussion about defining conversions and what is considered a conversion. Mike asked if there is a "specialist" in this area to dig into the data to inform future decisions. Lori noted the importance of geo-fencing. CAO Cuming noted that conversions are considering a Book Now click, an email subscriber and an arrival. Bram encouraged determining a per conversion cost and Mike asked if there was more research needed.

Other tactics being considered include TripAdvisor co-op branding, H1 online interactive map and curating content focused on unique H1 attributes. Increase consideration to visit H1, our 10 communities and our unique assets. Focus is on SLO CAL partnership to leverage H1 content. Lori touched on the fact that Visit CA is funding a new program called VCA CA Road Trip Republic so this will be researched further as well.

The BID Bunch is planning to meet on April 4. Gary noted how well it has flowed from initial strategic plan work with Coraggio to now.

Committee Reports & Recommendations

- **Marketing & STP** - Lori Ritchey introduced herself and expressed how well the BID Bunch is progressing as she reviewed the February roll-up report. She touched on more in-depth SEO and Jaime's involvement with curating content for authority pages that are driving improved Goggle rankings. Lori Keller mentioned the A/B testing on email content to fine tune and improve engagement. Mike suggested we also test day and time of send.

Action Items

Scope for marketing plan development: CAO Cuming referred to the \$4,000 scope submitted from Lori Keller, which includes:

1. Board Feedback: Ensure alignment with the overall strategic plan as well as gathering consensus on suggestions for plan evolution.
2. BID Bunch: Maximize alignment amongst the BID Bunch by sharing current campaign success and introducing next level planning through an in-person creative brainstorming session.
3. Visit SLO Cal: Collaborate programming (strategy and results) with Visit SLO Cal regarding plan evolution.

Bram likes that Lori brings a lodging perspective and a background in how the CBID operates. A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$4,000 for the marketing plan development. With no further discussion the motion passed unanimously.

Local Fund Board Applications

Leigh Woolpert and Jena Wilson / Edna|Arroyo Grande Valley board: A motion was made by Gary Setting and seconded by Mike Hanchett to approve the renewal of both Leigh Woolpert and Jena Wilson on the EV|AGV LFA board. With no further discussion the motion passed unanimously.

Local Fund and Matching Fund Applications

San Simeon and Cambria American Legion July 4th: CAO Cuming provided reminder of the funding approval of CTB and SSTA for American Legion July 4th sponsorship and the request for marketing plans from Archer & Hound and the American Legion, which were included in the CBID board packet. Bram asked about the board's outcome from the February meeting and details were summarized. Laila added her insights and all agreed that the marketing details satisfy the request.

Closing Comments

None

Future Agenda Items

- CTB (\$15,000) and SSTA (\$4,500) Scarecrow Festival funding (CTB considering matching fund request)
- Derek Kirk, SLO CAL Advocacy and Destination Development plan
- SLO CAL TMD renewal presentation to CBID and LFAs

Adjournment

The meeting was adjourned at 1:22pm