



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

Board Meeting Minutes  
April 24, 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

County Liaison: Nikki Schmidt, CAO Cheryl Cuming

Absent: Bram Winter, John King

Guests:

**Call to Order**

At 12:08 p.m.

**Public Comment**

None

**Presentations**

None

**Administrative Items**

**Roll Call:** Shirley Lyon, Gary Setting, Matt Masia, Laila Kollmann and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Gary Setting to approve the March 27 minutes pending revision to correct board members present. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming handed out the balance sheet and March financials.

**Administrator's Report & Partner Updates:** CAO Cuming discussed the Highway 1 wish list that was shared with SLO CAL and confirmed that other DMO's along H1 are in support of curating more H1 content. Lori Keller will continue to work with SLO CAL to focus on curating 1 piece of H1 content per month in the new fiscal year.

County BIG Funding: CAO Cuming reviewed 9 County Beautification and Infrastructure Grants totaling \$194,827. Mike reminded the group that the initial discussion was to bring funds to bridge infrastructure projects not being funded by the county. Laila noted that it has benefitted many communities. Mike said it is important to talk to the supervisors and noted the amount provided by SLO County was to be close to \$400,000 and now it is less than \$100,000. Gary suggested including a list of all projects funded and Matt noted that the new county CAO may not be aware of the history. Gary said that supervisor Gibson is looking for monies for future road improvements at Montana de Oro. Nikki noted that she is unsure if \$90,000 will remain in the 2019|2020 fiscal budget. The CBID Advisory Board asked CAO Cuming to draft a letter to show their support of these funding continuing.

**Upcoming Events:** May 22 and June 19 board meetings. SLO CAL 2019 Destination Summit is May 9. The CBID renewal will be May 14 at the Board of Supervisors meeting.

## **Discussion Items**

### **Strategy & Topic Discussion**

- **BID Bunch summit outcomes** - CAO Cuming reviewed the agenda and outcomes of the April 4 BID Bunch meeting, sharing her excitement for the progress made and what is planned for the 2019|2020 fiscal year. She explained that team integration, as well as strategic initiatives with both TripAdvisor and the LA Times interactive map, were discussed and ideas captured for integration into the strategic marketing plan draft.
- **2019|2020 draft budget** - CAO Cuming reviewed the details for each line item in the draft budget. The overall projected budget totals \$1,387,000. She noted that the final budget approval will be requested at the May meeting following the presentation of the draft strategic marketing plan.  
CAO reviewed LFA Imperative projects including lodging photos, and Laila said she believes that interior photography may not be necessary. She would prefer to focus on exterior shots and consistent formatting. Mike understands the enormity of the project and inquired about speaking with the properties directly.  
Mike asked Nikki about exceeding the amount within BID Bunch contracts; Nikki said there has been a policy change and it can be done with an amendment. Mike suggested that if there are additional monies within contingency the board can determine, at a later date, if monies should be reallocated to marketing. Shirley

asked about CAO Cuming's contract and Nikki said the current contract is in place through December 2019.

### **Committee Reports & Recommendations**

- **H1DR map discussion** - CAO Cuming asked the board to consider an evolution of the map to focus on Highway 1 as an overall SLO County attraction versus H1DR as a brand. Mike was concerned that as we include others it becomes a much larger task. Shirley suggested providing guidelines to define how businesses join. Mike asked if it expands distribution and opportunities. Laila liked the idea of setting guidelines and word count, top events, etc. and providing the same amount of space for each. Discussion was held about what to title the map and suggested a name overhaul be considered for 2020|2021 once the Highway 1 attraction content is live on the SLO CAL site. Gary noted the ability to gain impressions and allow visitors to better understand the variety of attractions available is a positive evolution. Mike suggested making the map smaller. Laila asked for in-county versus out-of-county pick up rates. Matt suggested floating the idea with the four major DMOs. Gary suggested evolving the presence of all four on the map in the next version. Matt supports the idea of evolving away from H1DR as a brand and towards H1 as an attraction. He also said if SLO CAL sees increased interest from all H1 DMOs they will get on board to get it done.
- **Marketing Roll-Up Report** - CAO Cuming presented the report, reviewing stats for March including over 50,000 sessions showing progress with SEO and improved Google rankings in areas such as whale watching, butterflies, elephant seals, hiking and various destination pages. Session duration needs to continue to improve. Arrival data improved with over 11,000 in-market; focus will be on how to use this data to inform the new FY media plan. Email testing is underway on day of week. Video engagement needs to improve. Sixteen CrowdRiff galleries were launched and four of five marketing teams trained. Eleven of the top 50 PR targets have been checked off and there were 11 feature articles in March.

### **Action Items**

#### **Local Fund Board Applications**

**Amber Martin, Cambria board:** Shirley noted that she's excited to have a vacation rental representative on the board in Cambria and noted the resurgence of CCMA has created interest.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve Amber Martin's seat on the board. With no further discussion the motion was approved by a voice vote of the Advisory Board.

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

**San Simeon and Cambria Scarecrow Festival:** Cambria is supporting \$15,000 with \$5,000 in matching funds and San Simeon is supporting at \$4,500. Matt asked if CTB pays \$10,000 if matching funds is approved, and CAO Cuming confirmed. Nikki asked about last

year's event driving overnight visits; the report showed the event created 380 stays. Mike noted that the October STR report is showing improved stats. Shirley noted that the Sea Glass Festival hopes to create a month-long draw similar to the Scarecrows and Laila shared plans to expand their Sea Glass Mermaid Festival. Laila asked about matching funds criteria and how spill-over into other communities is tracked. CAO Cuming noted that the criteria includes 1) a new event to draw out-of-area visitors 2) an existing event that will draw additional out-of-area visitors 3) a multi-regional event.

A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve \$15,000 for CTB with \$5,000 matching funds. An amendment was made to the motion by Laila Kollmann to also approve \$4,500 for SSTA. Shirley Lyon seconded. Nikki Schmidt confirmed \$19,500 was the total amount being approved (\$10,000 CTB, \$5,000 matching from CBID and \$4,500 SSTA). Mike asked if lodging owners in the impacted regions needed to abstain and Nikki said they do not. With no further discussion the motion was approved by a voice vote of the Advisory Board.

### **Closing Comments**

Nikki said the Board of Supervisors approved Resolution of Intention for CBID renewal and the public hearing notice ran in New Times on April 25. The hearing will be on May 14.

### **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 1:59pm