



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

Board Meeting Minutes
December 4, 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, Gary Setting, Mike Hanchett, Bram Winter, Laila Kollmann

County Liaison: Nikki Schmidt (absent), CAO Cheryl Cuming

Absent: John King (unexcused)

Guests:

Call to Order

At 12:12 p.m.

Public Comment

Laila asked if there was any Highway 1 news and Mike said it is still open; it will be proactively closed based on the weather forecast throughout the winter.

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Shirley Lyon and seconded by Gary Setting to approve the October 23 minutes with changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann abstained.

Financials: CAO Cuming reviewed the reconciliation statement and noted \$234,230 in contingency.

Administrator's Report & Partner Updates

Upcoming Events: Next board meetings are January 22 and February 26, 2020.

Discussion Items

Strategy & Topic Discussion

Committee Reports & Recommendations

- **Marketing:** Matt discussed possible interest of having a monthly marketing meeting. Laila feels it is working well and is being well tracked; she appreciates the detail of reporting. Shirley said she is interested in having the marketing committee be re-activated. Laila asked when the BID Bunch meets and CAO Cuming confirmed twice a year. Shirley noted that the board needs to remain involved at a specific level. Matt reiterated his comfort level with the direction and said he is confident that it is heading down the right path. Mike liked when the BID Bunch members were coming to the meetings to discuss their disciplines in detail. Gary stated that the primary focus is marketing and sees benefit in involving the entire board, noting that BID Bunch presentations would be helpful. Gary said the planning process involvement is educational and suggested board members could be invited. Shirley suggested sharing more details through email and Matt noted the need to be cognizant of Brown Act rules. Mike asked if we have the need based on progress and success with the BID Bunch. Matt asked Mike if he feels he knows as much as he used to under the old structure and Mike confirmed he feels more informed now. Bram noted the positive impact of direct connection to each person so the level of confidence is high. Mike noted that there is less detailed oversight required now. Gary said CAO Cuming is the "leader of the band" and would like to continue having marketing be a focus for board discussions; he feels involvement during planning is important. It was confirmed that all committees are ad hoc. CAO Cuming will focus on inviting BID Bunch members to future meetings.

Shirley asked about bi-monthly board meetings and the Advisory Board agreed to continue with 10-12 meetings per year.

- **Marketing & STP:** Laila asked about the media call and what is shared. Bram asked about how learning occurs. CAO Cuming reviewed the monthly roll-up report and provided an update on the Google program. Laila asked about 360 shots on properties. CAO Cuming presented the evolved stewardship landing page and ads. The board discussed the direction of STP in general and understand that subpages will represent activities, tips, History & Heritage, and CDC. The board supported the evolved Stewardship Travel for Good page and logo for launch.

Action Items

- **Highway 1 CWC in Morro Bay / letter of support:** CAO Cuming shared the draft letter with the board. A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve the letter of support. With no further discussion the motion was approved by a voice vote of the Advisory Board.
- **CAO contract renewal:** The contract will be renewed through December 2021 with annual COLA increase and the addition of a quarterly parking pass. A motion was made by Bram Winter and seconded by Gary Setting to approve the CAO contract extension with additions. With no further discussion the motion was approved by a voice vote of the Advisory Board.

Local Fund Board Applications

- None

Local Fund and Matching Fund Applications

- None

Future Agenda Items

- Cal Poly Experience Industry Management Innovation Lab

Closing Comments

None

Adjournment

The meeting was adjourned at 2:07pm