

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

Board Meeting Minutes  
March 24, 2021, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Gary Setting, Laila Kollman, Mike Hanchett

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: John King, Bram Winter

Guests: Lori Keller, Ashley Mastako

**Call to Order**

At 12:08 p.m.

**Public Comment**

It was noted that Highway 1 could reopen at Rat Creek this summer, hopefully by June.

**Presentations**

None

**Administrative Items**

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

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Shirley Lyon to approve the February 24 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

**Financials:** CAO Cuming reviewed the February financials:

1. Year-to-date revenue collected is \$157,920 more than what was budgeted YTD. This amount creates an additional income, thus increasing net income/bottom line and will be carried forward to next year (assuming expenses in the current year don't exceed the budget, which is highly unlikely).
2. YTD expenses paid are \$156,114 less than budgeted
3. Net income is \$314,034 more than budgeted YTD
4. Overall cash decreased by \$3,790 from January

When looking YTD versus the annual budget:

1. CBID has collected 83.8% of the budgeted revenue leaving \$155,026 left to collect between March 1, 2021 and June 30, 2021
2. CBID has paid 68.27% of budgeted expenses leaving \$411,008 left to spend

Shirley asked for comparative financials for marketing agency vs BID Bunch.

For fiscal year 2021-2022 CAO Cuming reviewed the budget and recommended using April 2019 through June 2019 actuals, plus January/February/March 2020 to anticipate 21 | 22 assessment collections. The anticipated carryforward would be \$175,000-200,000, allowing for funding of a plan in-line with current marketing.

Laila said that she likes the direction. Gary commented that he agrees with the strategy and Mike said it makes sense. Matt noted that the future is still unsure.

### **Upcoming Events/Deadlines**

- Next board meeting dates are April 28 and May 26
- CBID renewal - sequence of events

Tessa reviewed the sequence of event for CBID renewal:

- April 20, 2021: Resolution of intention and Ordering Notice of Public Hearing to be mailed by the County of San Luis Obispo and a consent item added to Board of Supervisors meeting
- April 20 – 26: Mailed notice of public meeting after adoption of Resolution of Intention
- May 1: Year-end annual report submitted to County
- May 18, 2021: Public meeting held by BOS with an agenda item to allow public testimony; can occur no earlier than 10 days after publication of joint notice is mailed

- July 1, 2021: Tourism assessment collection continues in the BID boundaries

## **Discussion Items**

### **Strategy & Topic Discussion**

- Lori Keller reviewed the board input around strategic direction around Clarity (vision, mission, values, reputation and position):
  - Some objectives may need to be revisited
  - Board agreed that nothing stands out as being wrong - it all still makes sense
  - Reduction of duplication of effort and LFA partnerships has really evolved
  - Objectives: reciprocal scorecard, EPV, influence survey and EI measurements; all to be qualitative in nature and board agrees that the organization is focused on planning and is data driven

Gary said he supports the LFA chairs meeting with the CBID. Laila reviewed the highlights and agrees that in time there has been trust gained with the LFAs, with communication being stronger now. The CBID has made an extra effort to help build them up with things like Crowdriff, photo assets, etc. It's unclear what it takes to do an influence survey.

Visit SLO CAL does EI report and Lori is interested to know if investing the CBID monies to gather more data - is there something missing - anything else needed to be assessed? Gary noted that CBID's focus on becoming a data-driven organization and building a relationship with SLO CAL. A lot has been accomplished without having to be proven through measurement. Shirley suggested extending the current strategic direction to 2022.

Lori asked if additional investments need to be made into measurements. Laila indicated that she is comfortable if things continue as-is. Matt asked if there was a question better posed to the LFAs. Gary asked if there should be a tool to allow LFAs to evaluate the CBID board and marketing program. Shirley suggested diving deeper with each BID Bunch member. CAO Cuming confirmed she will also pursue CBID meeting with all LFA chairs.

Initiatives not yet pursued:

- *Annual process to identify, evaluate and activate constituents, stakeholders and partners.* Gary recalls that these were set during the process so it would allow transparency and getting them closely connected to the CBID. The example provided is SLO CAL's constituent outreach efforts have done well. It was recommended to have a gathering to which constituents are invited to come together. Shirley said she feels in-person is more productive. Laila wants

to see it continue and that virtual could be the solution.

- *Design a method to measure and communicate the impacts of beautification, infrastructure and stewardship efforts.* The board questioned how this can be measured and what will be learned from it. Shirley wants more awareness of what has been achieved so that more locals will support tourism, as happened with the whale tail bench in Cayucos. This could include accomplishments from the year-end report and follow up with a press release. Gary noted that it's difficult to measure and agrees that the annual recap shows growth. Constituent communication is key so Lori suggested working with SLO CAL to help spread information.

Next steps:

- Does the CBID need any COVID reset?
- Opening of Highway 1
- Opening of Hearst Castle
- Closure of the dunes
- What else is on the horizon?

Lori noted that the CBID has ebbed and flowed and are on a continuous reset for the last year. Matt noted that the approach was more aggressive in taking a different path than other DMOs; he wants to keep doing what CBID has been doing and re-evaluate to confirm headed down the right path. Matt asked if COVID will continue to be a part of daily life. Lori agrees that the impact is far reaching and will vary widely across the target audience, but the CBID is well positioned as people begin to travel. The organization should stay nimble and adjust - Laila agreeing that it's important to stay adaptable moving forward. Gary asked about what's happening with marketing and any adjustments being made with media partners; any ideas from BID Bunch members. With more people online now, BID Bunch has been proactive on how to move forward. Matt noted that SLO CAL's leadership is in reset and wants to continue to build that partnership. The board discussed how to refocus knowing the Visit California and international travel will see significant changes; how best to work with organizations such as Visit CA and SLO CAL. Lori noted SLO CAL's role with VCA co-op and CBID's involvement with the SLO CAL marketing retreat.

The 2019-2022 marketing strategy is on track. Marketing leadership with the LFAs will evolve. Mike thanked Lori and Cheryl for their leadership and building a great platform with the website.

### **Marketing & Stewardship Travel for Good**

- Spring media plan: a spring budget extension recommendation was made for April 1 - June 30, 3031. Lori presented 3 options: option 1 included \$22,578 to keep momentum going through the fiscal year; option 2 was for \$15,015; option 3 was for \$10,240. Shirley said that she is comfortable with option 1.

A motion was made by Shirley Lyon and seconded by Mike Hanchett to approve \$22,578.92 for the spring media plan; with no further discussion, the motion was approved by a voice vote of the Advisory Board.

- Roll-Up Report: CAO Cuming reviewed the report for February 2021, noting that there were Google Analytics issues for two weeks in February which have since been resolved.

### **Action Items**

- **John King resignation:** A motion was made by Mike Hanchett and seconded by Laila Kollmann to accept John King's resignation from the CBID board. The board all thanked him for his contributions. With no further discussion, the motion was approved by a voice vote of the Advisory Board. Tessa will post the open seat notice.

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

- **Cayucos - Toni LeGras, Richard Shannon, Carol Kramer:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to extend Visitor Alliance of Cayucos terms for Toni LeGras, Richard Shannon and Carol Kramer; with no further discussion, the motion was approved by a voice vote of the Advisory Board.

### **Funding Applications:**

- **Scarecrow Festival, Cambria:** Request for \$15,000 from Cambria Tourism Board with \$5,000 in matching funds from CBID (total CTB investment of \$10,000). A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve the funding request; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Scarecrow Festival, San Simeon:** Request for \$4,500. A motion was made by Laila Kollmann and seconded by Gary Setting; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Admin Services, Los Osos:** Request for \$9,000 for two year administrative services contract extension with Danielle Dubow. A motion was made by Gary Setting and seconded by Mike Hanchett; with no further discussion, the motion was approved by a voice vote of the Advisory Board.
- **Point-of-Interest Map, Oceano/Nipomo:** Request for \$1,800 by TJA for map updates. Matt approved the expense at \$1,800.

### **Closing Comments**

None

### **Future Agenda Items**

- 2021 | 2022 marketing planning process & budget - April
- Board succession - April
- BID Bunch scopes - May

### **Adjournment**

The meeting was adjourned at 1:42pm