

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

Board Meeting Minutes
May 26, 2021, 12:00 p.m.

Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett

Guests: Lori Keller, Ashley Mastako, Ann Balboa

Call to Order

At 12:05 p.m.

Public Comment

None

Presentations

None

Administrative Items

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

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the April 28 minutes with no changes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Shirley Lyon abstained.

Financials: CAO Cuming reviewed the CBID financial reports as of April 2021:
CBID Financial reports as of April 2021:

1. There is now a larger report with more columns and color. Allows board to see monthly activity (actual vs budget), year to date actual vs. year-to-date budget and year to date actual vs annual budget. Provided in both Excel (as always) and in PDF with the thought that looking at the PDF file when reviewing the General Fund report might be easier on the eyes. This General Fund report ties back to the Bid Bunch expense tracking.
2. When looking at the year-to-date actuals versus the year to date budget here are some comments (columns CY thru DE in the excel document or page 11 in the pdf file):
 - a. Year to date revenue collected is \$218,926 more than what was budgeted year to date. This amount creates additional income thus increasing your 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).
 - b. Year to date expenses paid are \$104,420 less than budgeted year to date
 - c. Net Income is \$323,346 more than budgeted for year to date
 - d. Overall cash increased by \$24,078 from March (as reflected on the Balance Sheet)
3. When looking year to date versus the annual budget here are some comments (farthest right columns in the excel documents or page 12 in the pdf file):
 - a. CBID has collected 102.83% of the revenue, which equates to \$37,250 more than what was budgeted through June 30, 2021
 - b. CBID has paid 81,55% of the budgeted expenses leaving \$244,046 left to spend

- CBID Annual Renewal: The Santa Barbara vacation rental ban was deemed illegal.

Tessa showed an overview of the annual renewal process including the CBID annual report; that there were 26 protests received representing 1.69% of the constituency; and that the Board of Supervisors renewed the district on May 18, 2021. The annual report is available on the Member page of the website.

- SLO CAL Events & Festivals Strategy MOU: CAO Cuming shared the strategy and explained the MOU. Matt asked about the purpose and Ashley noted that

SLO CAL is looking to strategically determine event timing, looking to attract larger events, and create an overall events calendar. Laila asked about planning an event and whether or not to approach the committee to gain feedback.

Upcoming Events/Deadlines

- Next board meeting dates are June 23 and July 28; the July meeting will be in-person and looking at a new location (possibly Cambria Pines Lodge), which Shirley voiced support of

Discussion Items

Strategy & Topic Discussion

- 21 | 22 Marketing & Media Plan: Lori Keller and Ann Balboa presented the [plan highlights and paid media strategy and details](#), which include:
 - Further integration of resources
 - Paid media
 - Drives new users and engagement
 - LFA media co-op becomes a reality
 - Continue to improve but also test

Ann reviewed the paid media presentation. Laila asked about LFA interest in the imperative programs. Support is solid, and Cheryl and Lori reiterated that LFAs are including monies in their 21|22 budgets. Laila thanked Ann for her strategic media plan and noted that the board is excited; she also reminded everyone to be mindful of the communities and the impact of tourists by encouraging stewardship.

Marketing & Stewardship Travel for Good

- Roll-Up Report: CAO Cuming reviewed the report for April 2021.

Action Items

- **BID Bunch Scopes and CrowdRiff contract:** A motion was made by Shirley Lyon and seconded by Laila Kollmann to approve all BID Bunch scopes for 2021 through 2023 and the CrowdRiff contract for 21 | 22 as presented; Shirley said she really appreciates all the BID Bunch is doing. The motion was approved by a unanimous voice vote of the Advisory Board.
- **21|22 Marketing Plan & Budget:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the \$1,345,952 FY 2021 | 2022 budget as presented; the motion was approved by a unanimous voice vote of the Advisory Board.
- **CBID Advisory Board Member Application for Aaron Graves:** A motion

was made by Laila Kollmann and seconded by Gary Setting to support the CBID board application from Aaron Graves; the motion was approved by a unanimous voice vote of the Advisory Board. Matt confirmed that the next step in the process is for the Board of Supervisors to approve.

Local Fund Board Member Applications

- **None**

Local Fund Area Applications:

- **Cambria - Archer & Hound 2-year marketing contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the 2-year contract effective July 1, 2021 in the amount of \$660,000. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Avila Beach - TJA marketing contract:** A motion was made by Laila Kollmann and seconded by Gary Setting to approve the 2-year contract effective July 1, 2021 in the amount of \$400,000. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Oceano/Nipomo - LFA admin contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the contract effective May 1, 2021 through June 30, 2023 in the amount of \$18,112.50. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Oceano/Nipomo - TJA marketing contract:** A motion was made by Laila Kollmann and seconded by Shirley Lyon to approve the 2-year contract effective July 1, 2021 in the amount of \$93,920. The motion was approved by a unanimous voice vote of the Advisory Board.
- **Cayucos - Illegal fireworks:** Matt approved the \$2,000 funding request as the amount does not require CBID board approval. Laila commented about the importance of positive messaging and a positive visitor experience. Shirley shared her experience with illegal fireworks management and has concerns about the impact on people feeling welcome. Laila noted that Toni LeGras volunteered to be part of the committee to ensure wording is appropriate. Matt asked if Cayucos is having fireworks this year and Laila confirmed that they are not.

Closing Comments

None

Future Agenda Items

- LFA Board Member Application: Katie Lee, VLOB

- EV/AGV marketing contract, VAC marketing & social contract, VLOB marketing contract

Adjournment

The meeting was adjourned at 1:45pm