

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

Board Meeting Minutes  
June 23, 2021, 12:00 p.m.

Via Zoom

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Matt Masia, Shirley Lyon, Gary Setting, Bram Winter, Aaron Graves

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett, Laila Kollmann

Guests: None

**Call to Order**

At 12:03 p.m.

The CBID Advisory Board welcomed Aaron Graves, whose appointment was approved by the BOS on June 22, 2021. Aaron is excited to be involved.

**Public Comment** - None

**Presentations** - None

**Administrative Items**

**Roll Call:** Matt Masia, Shirley Lyon, Gary Setting, Bram Winter and Aaron Graves are present.

**Consent Agenda:** A motion was made by Shirley Lyon and seconded by Gary Setting to approve the May 26 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 CBID financial reports as of May 2021; the month was up 20% from May 2019 with an additional \$14,555.

Following year to date financial reports as of May 2021:

1. General Fund - YTD through May 2021 against the Budget
  - a. This is now a larger report with more columns and color. Allows you to see monthly activity (actual vs budget), year to date actual vs. year to date budget and year to date actual vs annual budget. I am giving the financials to you 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.
  - b. 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):
    - i. Year to date revenue collected is \$233,481 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).
    - ii. Year to date expenses paid are \$92,190 less than budgeted year to date
    - iii. Net Income is \$325,672 more than budgeted for year to date
    - iv. Overall cash increased by \$28,913 from April (you can see this on the Balance Sheet)
  - c. When looking year to date versus the annual budget here are some comments:
    - i. You have collected 114.54% of the revenue, which equates to \$139,068 more than what was budgeted through June 30, 2021
    - ii. You have paid 88.02% of the budgeted expenses leaving \$297,623 left to spend

CAO Cuming presented the 2021 2022 local fund area budget detail:

### **Upcoming Events/Deadlines**

- Next board meeting dates are July 28 at Cambria Pines Lodge and August 25; board will determine if the August meeting is needed. Tessa asked about a hybrid meeting option with Zoom and in-person; she will confirm that CBID and LFA can do so without any Brown Act concerns.

### **Discussion Items**

#### **Strategy & Topic Discussion**

- None

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

- Roll-Up Report: CAO Cuming reviewed the report for May 2021 and noted highlights including web session growth, SEO progress, new content, butterfly videos and PR coverage such as AFAR, Forbes, Parade, Paradise and more.
  - SLO CAL co-op offerings: CAO Cuming reviewed the options for the asset co-op and confirmed the team agrees that CBID should pursue option #1 or #2, totaling \$10,000. The research co-ops were reviewed and CBID will not pursue at this time.

### **Action Items**

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

- **Cayucos - Melissa Kurry:** A motion was made by Bram Winter and seconded by Gary Setting to accept Melissa Kurry's board renewal letter for Cayucos. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.
- **Edna & AG Valley - Leigh Woolpert:** A motion was made by Shirley Lyon and seconded by Bram Winter to accept Leigh Woolpert's board renewal

letter for EV AGV. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

### **Local Fund Area Applications:**

- **Cambria - Arthritis Foundation sponsorship & matching funds:** A motion was made by Matt Masia and seconded by Gary Setting to approve the sponsorship of \$10,000 with \$5,000 in CBID matching funds. Bram said it would be great if others in the community engaged more with the Foundation as they have lots of resources. Matt confirmed that Cycle Central Coast is supportive. Shirley asked about Eroica dates and CAO Cuming confirmed the arthritis ride is on September 21, and currently Eroica is scheduled for November. Bram noted that they will come through Cambria either way. The motion was supported by Matt, Gary and Shirley; Bram abstained. Motion carries.
- **Cambria - Lawn Bowling sponsorship & matching funds:** Application is for \$5,000 with \$2,500 in CBID matching funds. Bram noted that it's a new event and feels the board should give it a try. Aaron asked about the opportunity to create overnight stays. Matt agrees with Bram to support. A motion was made by Shirley Lyon and seconded by Gary Setting to approve the sponsorship with matching funds. The motion was approved by a voice vote of the Advisory Board; Gary noted his support as a matter of principle since the prior funding approval was negated by COVID cancellation of the event. Motion carries.
- **Cayucos - Danna Joy social & photography contract:** A motion was made by Gary Setting and seconded by Bram Winter to approve the Danna Joy Images contract effective July 1, 2021 for 1 year in the amount of \$42,000. Matt asked about the difference between social media and marketing services and CAO clarified. The motion was approved by a voice vote of the Advisory Board. Motion carries.
- **Cayucos - Wildcat Marketing contract:** A motion was made by Gary Setting and seconded by Bram Winter to approve the 1-year Wildcat Marketing contract effective July 1, 2021 in the amount of \$28,426.68. Shirley said she feels it started slow and is picking up now as Danielle is doing a good job; Gary agreed. The motion was approved by a voice vote of the Advisory Board. Motion carries.
- **Los Osos - Wildcat Marketing contract:** CAO Cuming noted that VLOB did not have quorum so this item will be moved to July.
- **Edna & AG Valley - Big Red Marketing contract:** A motion was made by Shirley Lyon and seconded by Gary Setting to approve the 1-year Big Red Marketing contract effective July 1, 2021 in the amount of \$30,000. With no further discussion the motion was approved by a voice vote of the Advisory Board. Motion carries.

CAO Cuming noted that both Avila Beach and San Simeon approved the Cycle Central Coast sponsorship at \$14,000 each within their 21 22 marketing budgets.

### **Closing Comments**

Shirley said she is looking forward to seeing everyone in-person. Aaron said he's seeing a good summer ahead. Both Shirley and Aaron thanked everyone.

### **Future Agenda Items**

- Marketing 20 21 FY recap Roll-up Report (July)
- LFA Board Member Applications: VLOB Katie Lee and SSTA (3 members)
- LFA Funding Applications: VAC Danielle Dubow admin services contract renewal, VLOB Wildcat Marketing contract renewal

### **Adjournment**

The meeting was adjourned at 1:16pm