



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

Board Meeting Minutes
December 8, 2021, 12:00 p.m.
Via Zoom

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Matt Masia, Laila, Kollmann, Bram Winter, Aaron Graves, Gary Setting

County Liaison: Tessa Cornejo, CAO Cheryl Cuming

Absent: Mike Hanchett

Guests: Cheryl Rowe, Vanessa Rodriguez, SLO CAL

Call to Order

At 12:03 p.m.

Public Comment

None

Presentations


Cheryl Rowe presented the Google Local Guides program. H1DR's participation evolved from the SLO CAL co-op for Google Business Profiles. H1 is currently ranked as a Level 8 guide with over 40 million photos viewed. The program is focused on submitting businesses and locations, as well as photos and videos to leverage existing content. Also building Google Map Lists in conjunction with campaigns to provide visitors digital options. The map lists allow for custom content with each item added.



We've started building Google Map Lists in conjunction with campaigns and other existing maps.

These lists allow us to send visitors to an exact place, with or without a street address using Google Pins.

Each time we create a list we find opportunities to add more H1DR attractions to Google Maps.

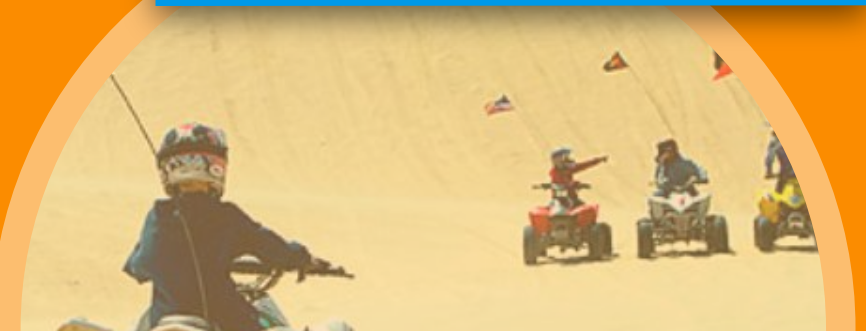
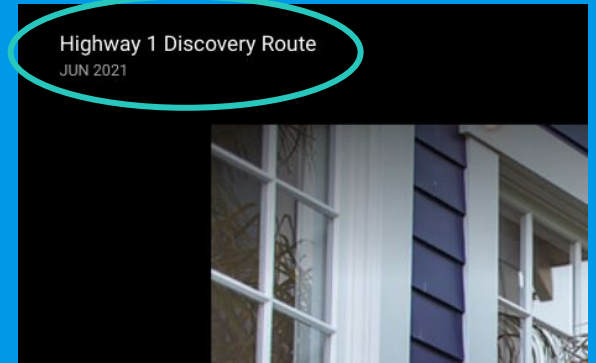




There are more than 1 billion people using Google Maps each month. This provides a great branding opportunity for H1DR.

What's the benefit?

Local Guides works synergistically with Google Business Profiles (fka Google My Business). Guides are especially useful for unclaimed listings in providing photos, address, hours of operation, etc.



Administrative Items

Roll Call: Matt Masia, Laila Kollmann, Bram Winter, Gary Setting and Aaron Graves are present.

Consent Agenda: A motion was made by Laila Kollmann and seconded by Gary Setting to approve the October 27 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 for October.

The General Fund report ties back to the BID Bunch expense tracking, both reporting a total of \$401,593.12 in expenses for July through October.

When looking at the year-to-date actuals versus the year-to-date budget, here are some comments (columns CY through DE in the Excel document or page 3 in the PDF file):

Year to date revenue collection, \$655,441 is \$284,866 more than what was budgeted year to date.

Year to date expenses paid, \$401,593, came in under budget by \$73,013.

Net Income is \$565,940 which is \$357,879 more than budgeted for year to date.

Overall cash allocated to the General Fund increased by \$119,374 from July (this variance can be determined when reviewing the Balance Sheet).

October assessments are 34% higher than 2019 and 37% higher than 2020.

Bram asked about reimbursement noted on the reconciliation report and Tessa confirmed that a check was received from Central Coast Classics and will be re-disbursed to both Cambria and the CBID.

Partner Updates: Vanessa with SLO CAL provided an update that the Butterfly Mural Trail walls are being selected with Cambria and Cayucos on the short list. SLO CAL will launch a new website next week.

CAO Scope: The CAO scope was shared; there were no questions. The board confirmed inclusion of BID Bunch management.

Experience Innovation Lab at Cal Poly: The lab aims to utilize knowledge and expertise across campus, including disciplines of experience industry management, computer science, graphic design, engineering, and marketing. The 1,500 square foot space will enable students, faculty, visiting executives and researchers to explore, create, and experiment across every channel of the guest experience with state-of-the-art technologies.

NOAA: NOAA has designated a new marine sanctuary area off the South Coast.

Upcoming Events/Deadlines

- Next board meeting dates are January 26, 2022, and February 23, 2022; both at Cambria Pines Lodge.

Action Items

Local Fund Board Members

- **VLOB - Alex Benson (retires); Curtis Armstrong application:** Gary noted that Alex has been very committed and a wonderful asset.

A motion was made by Laila Kollmann and seconded by Gary Setting to support the New Member application from Curtis Armstrong. With no further discussion, the motion passed by unanimous voice vote.

Discussion Items

Strategy & Topic Discussion

- **Brainstorm assessment collections exceed budget:** Collections of \$285,000 and net income of \$358,000. Laila wondered if lodging collections projections look like. Members also noted possible co-op projects and their interest in maintaining a solid contingency. Aaron asked about the monthly cost of the BID Bunch and suggested that 3-6 months of reserves be kept available; a 3-month cushion would be \$200,000. Bram noted that in tough times the board wants to invest more. The board wants to consider a reserve fund going forward with \$100,000 in contingency and \$100,000 in reserves. CAO Cuming will draft a contingency and reserve policy, including suggested budget percentages, for presentation at the January meeting.

Marketing & Stewardship Travel for Good

- **TripAdvisor widget & H1 Featured In:** CAO Cuming shared the homepage with the TripAdvisor widget and the Trusted Publications banner. She also

noted the House of Brands effort with SLO CAL. Laila really liked the addition of the TripAdvisor widget.

- **Season of Coastal Discovery:** CAO Cuming shared the Season of Coastal Discovery landing page, toolkit and campaign launch planned for January 2, 2022.

Laila thanked Vanessa for taking the time to attend the board meetings.

Local Fund Area Applications

None

Closing Comments

Everyone wished each other a happy holiday season.

Future Agenda Items

- January: Mid-year Roll-up report
- January: BID Bunch - Hilary talks about media mission strategy
- January: Contingency & reserve policy
- Western Monarch Trail interpretive signage project

Adjournment

The meeting was adjourned at 12:58pm