



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

Board Meeting Minutes

April 30, 2014

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present: Board: Marjorie Ott, Shirley Lyon, Laila Fiege-Kollmann, Mike Hanchett, Matt Masia, Lori Keller and John King. County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Absent:

Guests: Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm) Diane Strachan (Positive Futures). Jolie Cazier (Visit SLO County/Sunset Savor).

Call to Order by Chair Marjorie Ott at 12:05 p.m.

Public Comment: Chair Marjorie Ott shared a email provided by Victoria Moreno regarding the CCSD's decision to view vacation rentals as businesses versus homes. Shirley Lyon comments that this same situation arose in Cayucos and this area successful petitioned so that the change did not occur. Shirley offered to provide guidance to Cambria as needed.

Laila Kollmann thanked the CBID Advisory Board for the matching funds provided to the Sea Glass Festival, and feels that these types of activities "are putting CA on the map in a quality way".

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Mike Hanchett to approve minutes for 2/20, 2/26 and 3/10, 2013. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report, the CBID budget to actual, and the local fund financials. The Contingency totals \$132,538, plus the unused monies for Weather Station/Web Cam of \$10,800.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights, provided a Visit SLO County Tourism Workshop recap and the Visit SLO County draft Management District Plan. CAO Cuming also confirmed that the CBID won a Bronze Addy Award for their Discovery Route and Stewardship programs.

- Upcoming Events

The next CBID Advisory Board meetings will be held: 5/28 and June 18th (3rd Wednesday).

The CBID Ordinance Renewal and public hearing is scheduled for May 13. Nikki Schmidt noted that the notices and resolution were mailed and the ad will appear in the Tribune on 5/1.

CAO Cuming also confirmed the upcoming VSLOC celebration of Travel/Tourism Month on 5/1 at 5:30pm.

Business (action items):

- Strategy/Topic Discussion

Process to Solicit What Local Funds want to see from the CBID: CAO Cuming provided a draft of the Local Fund Input form. The board provided their feedback, and CAO Cuming will update the form and submit to the local fund administrators and request they be completed at the May local board meetings, with a final deadline of 5/30.

- Core Marketing Team Report & Stewardship Traveler Program

2014 2015 Planning: John Sorgenfrei and Mark Elterman confirmed they will review 1) 10 Destination visual identify 2) Interactive approach 3) top down and bottom up branding approach and 4) evaluation and collaboration. The Marketing Plan Outline was presented, which included 3 goals for 2014 2015:

1. Evolve the brand to focus on the Highway 1 Coastal Discovery Route
2. Increase overnight stays/length of stay by promoting multi-day experiential itineraries
3. Create marketing efficiencies in all regions by providing specific tools and assets that the local areas can use in their efforts to promote their region (video, photos, discovery loops, enhanced STAY profiles, content, co-op media opportunities, etc)

Rick Turton presented the website re-skin and reviewed the updated technology and content formatting applied to the re-skinned site. Lori Keller noted that we need to avoid confusion to representing a "new" Highway 1 messaging and asked how we will coordinate with Visit CA and CCTC.

CAO Cuming confirmed that an evaluation form will be emailed to the Advisory Board, and they will be asked to submit their input on the performance of the CMT.

Stewardship Traveler Program Scope of Services: Di Strachan reviewed the Scope of Services document for the continuation of her services for another year. Nikki Schmidt noted that a results document will need to be provided.

A motion was made by Shirley Lyon, seconded by Matt Masia to recommend that the County approve the annual scope for Positive Futures totaling \$25,000. With no further discussion, the \$25,000 was approved by a unanimous voice vote of the Advisory Board.

- FY 2013 2014 and FY 2014 2015

Draft Budget: CAO Cuming reviewed the draft budget for 2014 2015. Matt Masia commented that he feels we need more money attributed to journalist hosting. Mike Hanchett commented that he would like to see \$50,000 remain in Event Focus and have the other \$50,000 moved into Contingency. A final version of the CBID General Budget will be presented at the May board meeting for approval.

US Airways Coop: CAO Cuming confirmed that San Simeon, Cayucos, Los Osos, Avila Beach and Oceano/Nipomo have all approved funding pages in the September special feature. Cambria has declined participation, and Edna Valley/AG Valley has not yet met to discuss. 9 pages have been confirmed through the local fund areas. The CBID board did agree that US Airways could provide a wine coop page for small space tasting room ads.

A motion was made by Mike Hanchett, seconded by Lori Keller to approve 4 pages for the WCC content totaling \$14,800. With no further discussion, the \$14,800 was approved by a unanimous voice vote of the Advisory Board.

VSLOC Sunset Savor: CAO Cuming provided a recap of Savor sponsorship opportunities, including the VIP Reception at Hearst Castle (\$40,000) and the Central Coast Pavilion sponsorship (\$20,000). CAO Cuming confirmed that the current 2013 2014 budget has \$85,000 budgeted for Savor, which includes these two sponsorships. The board did note that in 2015 they may consider sponsoring something other than the Hearst Castle event. CAO Cuming discussed the first right of refusal for the \$5,000 Buick getaway giveaway, and the board confirmed they did not want to pursue with Buick, however, they do want to offer a vacation getaway promotion tied to Savor.

A motion was made by John King, seconded by Shirley Lyon to contract with Sunset Savor for the Hearst Castle and CC Pavilion totaling \$60,000. With no further discussion, the \$60,000 was approved by a unanimous voice vote of the Advisory Board

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 9 local fund applications, 4 of which required CBID Board approval due to the funding amount.

Avila Beach Tourism Alliance: A motion was made by Mike Hanchett, and seconded by Lori Keller, to approve the TJA marketing contract for \$130,200 annually. With no further discussion, the \$130,200 was approved by a unanimous voice vote of the Advisory Board.

VAC: A motion was made by Laila Kollmann, and seconded by Mike Hanchett, to approve the Savor Abalone Adventure Tour sponsorship for \$6,000. With no further discussion, the \$6,000 was approved by a unanimous voice vote of the Advisory Board.

VAC: A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve the US Airways coop for 2 pages totaling \$7,400. With no further discussion, the \$7,400 was approved by a unanimous voice vote of the Advisory Board.

SSTA: A motion was made by Matt Masia, and seconded by Lori Keller, to approve the US Airways coop for 2 pages totaling \$7,400. With no further discussion, the \$7,400 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: None were submitted.

Marketing & Events Committee Reports:

CAO Cuming reviewed the Marketing Committee report. It was noted that TOT was up 29.5% year over year in January and February, which continues to point to the success of Coastal Discovery and Stewardship Month.

John King confirmed that to date Karin Moss has been unable to secure the interest of Indian/Polaris to sponsor a motorcycle event and recommended that we not pursue this further as this time. The Advisory Board agreed.

Business/Presentations: Jolie Cazier presented information about the Sunset Savor the Central Coast Hearst Castle VIP Evening event and the Central Coast Pavilion. Chair Marjorie Ott requested there be a stronger "community" presence and better signage in the CC Pavilion. Mike Hanchett noted that integrating the History of Highway 1 would be interesting, and Lori Keller noted we should utilize the Discovery Route video. Shirley Lyon suggested a passport idea. John King asked if a promoter would be involved in the future to help manage Savor. CAO Cuming confirmed the input will be incorporated, and a summary of the CBID's sponsorship with Savor will be shared with the local fund boards in their May meetings.

Future Agenda Items:

The following were noted by the Board as topics for future agenda topics:

- Visit SLO County Member Value Program and Countywide BID – slated for May meeting
- Lodging Stats to Constituents – Process and Logistics
- Photo shoot slide show

Adjournment:

A motion was made by Matt Masia, seconded by Mike Hanchett to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 3:37 p.m.