



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

Minutes

February 26, 2014

12:00 p.m.

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

SLO CBID Members Present: Board: Marjorie Ott, Shirley Lyon, Laila Fiege-Kollmann, Mike Hanchett, Matt Masia, Lori Keller and John King.

Absent:

County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Guests: Chris King (La Fonda), Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm)

Call to Order by Chair Marjorie Ott at 12:10 p.m.

Public Comment: None

Administrative Items:

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Mike Hanchett to approve the January 22, 2013 meeting minutes. With no further discussion, the 1/22 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 \$178,338. CAO Cuming also noted that CBID TOT increased 12.05% Y/Y for the period of October – December.

- 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 stat summary. CAO Cuming also shared that Cambria won a VisitCA Poppy Award for their Social Media campaign.

Nikki Schmidt reminded the board that Form 700 is due April 1, 2014.

- Upcoming Events

The next CBID Advisory Board meetings will be held: 3/26. Note: It was determined at the 3/10 board meeting that the 3/26 meeting would be canceled as Shirley, Laila and Lori will be absent, and that the next meeting would be held on 4/30.

Note: at the conclusion of the meeting, Chair Ott requested a special board meeting be confirmed to discuss brand strategy for 2014 2015. The date confirmed is Monday, 3/10 from 1 – 3pm at the Apple Farm.

Business (action items):

- Strategy/Topic Discussion

Booking Engine RFP: The Board spoke at length about the booking engine RFP presentations. Shirley Lyon noted that the Helium solution is a good solution for vacation rentals. Mike Hanchett shared his concern that Helium is a new entity so risk is involved as they cannot provide a breath of booking engine experience, while Jack Rabbit currently works with 260 DMOs. Marjorie Ott pointed out that individual lodging must pay set-up and transaction fees, and if we pursue we must make our constituents aware of the additional costs. Laila Kollmann that these additional fees are a concern. Lori Keller recommended to watch how the project evolve with SLO TBID, who approved a contract with Helium to create a booking engine in 2014.

The CMT interjected that the CBID should consider a more aggressive lodging/packaging posture, and that Helium offers a unique opportunity that could provide valuable additional web impressions. They agreed that Jack Rabbit did not provide a good vacation rental solution, and the CMT will provide a “form field” alternative to the Marketing Subcommittee and then bring it to the board.

A motion was made by Matt Masia, and seconded by Lori Keller to table the booking engine decision in order to analyze the results with SLO TBID launch of their new booking engine. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board.

2-year Contract Extension with CMT: The 2-year contract with the CMT will conclude in June 2014. CAO Cuming reviewed the timeline:

March meeting: CMT provides marketing recap

April meeting: CMT presents 2014 2015 marketing plan draft, including 2-year overview.

CAO Cuming presents draft budget.

May meeting: CBID board approves draft plan and budget

June: anticipate BOS approval

July 1: launch

Chair Ott asked if the board was agreeable to proceed with the timeline as outlined, and all agreed. Nikki Schmidt that an evaluation of services should be done, and the sole source justification reasoning provided within the board minutes. Lori Keller asked about the 2-year term and Nikki confirmed that the timing could be whatever the CBID board agreed would be appropriate. CAO Cuming asked what the board would like to see in the evaluation, and Mike Hanchett requested we better quantify our results, and whether our strategy is on target. John Sorgenfrei suggested a special meeting to address these questions, as all DMO’s struggle to measure ROI. (Note: This meeting was confirmed for 3/10). CAO Cuming noted that the possible formation of a countywide BID will also affect how the CBID moves forward, and will continue to collaborate with VSLOC to eliminate duplication.

- Core Marketing Team Report & Stewardship Traveler Program

VisitCA Outlook Conference Recap: John Sorgenfrei and Mark Elterman provided a recap of the February VisitCA Outlook Conference. Lori Keller noted that the Sasha Strauss presentation is worth watching, so CAO Cuming will send the link to the board.

Fall Shoulder Season Recap: John Sorgenfrei and Rick Turton provided a recap of the Shoulder Season performance. They noted that LA Times underperformed and will be removed from the Spring campaign. It was noted that "click path" tracking should be considered a strong measurement tool as we look at 2014 2015.

Spring Shoulder Season Plan: John Sorgenfrei reviewed the March – May Spring media plan. CAO Cuming confirmed that both the Fall recap and the Spring plan will be shared with the local fund boards in March.

As we look at 2014 2015, it was noted that the CBID should look more to repurpose tools to be available for the local funds boards, including an itinerary handout that would be available to front-line staff to handout to visitors.

Stewardship Travel Update: Mark Elterman reviewed the Stewardship PR recap, confirming that 10-15 journalists are interested in visiting WCC.com this Spring.

CAO Cuming confirmed that the Hearst Castle Theater event throughout February drew over 500 people. A full Coastal Discovery and Stewardship Month recap will be provided at the April board meeting.

A motion was made by Shirley Lyon, and seconded by Laila Kollmann to approved \$400 additional dollars for the film fees for "The Living Sea". With no further discussion, the \$400 was approved by a unanimous voice vote of the Advisory Board.

- FY 2012 2013

Certified Folder Program Renewal: Mark Elterman reviewed 3 options for Certified, noting that the current contract will expire in April. CAO Cuming confirmed the success of the map brochure, with 1800 handed out weekly at the CA Welcome Center in Pismo Beach. The distribution expenses totaled \$16,300 (Plan B), and the printing/design of 80,000 additional maps totaled \$12,500 plus tax. A motion was made by Shirley Lyon, and seconded by Laila Kollmann to approve an annual contract with Certified Folder plus map printing & redesign totaling \$28,800 + tax to be budgeted out of contingency. With no further discussion, the \$28,800 + tax was approved by a unanimous voice vote of the Advisory Board.

Web Development and Journalist Hosting Expense Approval: Mark Elterman confirmed difficulties with Media Temple in December that created additional time under Web Hosting and Maintenance totaling \$2,421. The board agreed that instead of approving additional budget dollars, that the CMT should attribute the overage to the Hosting/Maintenance category, keeping in mind that the Web Dev budget category will remain at or under budget overall.

Mark Elterman had noted earlier in the meeting that 10-15 journalists are interested in visiting our region this Spring, thus additional journalist hosting monies will need to be added to the current hosting fund. A motion was made by Lori Keller, and seconded by Shirley Lyon to place an additional \$5,000 in the journalist hosting fund budgeted from the contingency. With no further discussion, the \$5,000 was approved by a unanimous voice vote of the Advisory Board.

CBID Ordinance Renewal: Nikki Schmidt confirmed that 4/22 is the resolution of intent mailing, and 5/20 is the renewal hearing. Nikki requested that the \$1,200 expense be approved for the Tribune ad. A motion was made by John King, and seconded by Laila Kollmann to approve \$1,200 for the Tribune ad regarding ordinance renewal. With no further discussion, the \$1,200 was approved by a unanimous voice vote of the Advisory Board

CAO Performance Measurements: Chair Ott reviewed the process for the CAO performance review. Nikki Schmidt confirmed that local fund areas have received their forms and instructions and will be collecting input in March and early April. Nikki also confirmed receipt of the same by the CBID Board, so that results could be presented at the April board meeting. A motion was made by Laila Kollmann, and seconded by Matt Masia to approve the CAO Evaluation form and the process for both the local fund boards and the CBID advisory Board. With no further discussion, the motion was approved by a unanimous voice vote of the Advisory Board

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 6 local fund applications, 2 of which required CBID Board approval due to the funding amount.

SSTA: A motion was made by Matt Masia, and seconded by Laila Kollmann, to approve the Friends of the Elephant Seals Live Cam Streaming for \$6,000 annually. With no further discussion, the \$6,000 was approved by a unanimous voice vote of the Advisory Board.

CAO Cuming noted that the annual funding for the SS Visitor Center has already been approved by the Board, and thus the quarterly payments do not require approval.

SSTA: A motion was made by Matt Masia, and seconded by Laila Kollmann, to approve the Silverado bus wraps for a NTE of \$5,000. With no further discussion, the \$5,000 was approved by a unanimous voice vote of the Advisory Board.

CAO Cuming noted that the VLOB Board rescinded their previous motion to fund \$7,097.06 for the Tourist Oriented Directional Signs due to the fact that SLO COG found the money within their budget to complete these signs.

Matching Fund Application: None were submitted.

Marketing & Events Committee Reports:

CAO Cuming reviewed the Marketing Committee report.

CAO Cuming noted that the Events Committee met to discuss the motorcycle event. John King reviewed the details of this possible 3-day event in October, which will include a concert and a motorcycle show. Karin Moss has been asked to approach Indian Motorcycle to confirm their interest and will be asked to present to the CBID Advisory Board at a future date.

Business/Presentations: Christopher King, La Fonda Resort, presented his success with the Stewardship program specific to his property in Avila, and the press coverage he has received due to his property's connection to the program.

Future Agenda Items:

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

- Savor Sponsorship discussion – will be confirmed for March board meeting
- Lodging Stats to Constituents – Process and Logistics

- Photo shoot slide show
- Airport presentation
- 89 vs. 94 BID
- CBID Survey to gather input from local fund boards

Adjournment:

A motion was made by Laila Kollmann, seconded by Shirley Lyon to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 2:36 p.m.



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

Board Meeting Minutes

June 18, 2014

12:00 p.m.

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

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

Absent: Laila Kollmann

Note: John King had to leave the meeting at 2pm.

Guests: Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm). Jackie Cross (CC Explorations).

Call to Order by Chair Marjorie Ott at 12:02 p.m.

Public Comment: Lori Keller was noted as a new board member of CA Travel.

Administrative Items:

- Consent Agenda

It was noted that the meeting date needs to be corrected. A motion was made by Shirley Lyon, seconded by Lori Keller to approve minutes for 5/28. 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.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights, and it was confirmed that there appears to be a countywide majority support for the proposed TMD.

- Upcoming Events

The next CBID Advisory Board meetings will be held: July 23 and August 27.

Business (action items):

- Strategy/Topic Discussion

CMT Evaluation of Services: Chair Ott confirmed that the Marketing Committee had met with our Core Marketing Team and discussed the results of the evaluation of services. John Sorgenfrei and Mark Elterman presented a Power Point and reviewed the areas for improvement. Chair Ott recommended that we administer all 3 evaluation tools annually (CMT, CAO and Local Fund input). John Sorgenfrei also suggested an annual board workshop to continue to gain insights and fine-tune planning. John King suggested that we ask more specifically for input from the local fund areas regarding the CBID Board work being done.

- 2014 2015 Planning

Local Fund Input Form: CAO Cuming presented the summary of data gathered from local fund board members and the ranking of programs for 2014 2015. With 25 of 32 responding, the data is valuable as the CBID finalized its marketing plan. CAO Cuming did confirm that these learning were used within the final plan being presented today. The CBID Board agreed that this information should be placed in rank order and shared with the local fund areas at their July meeting.

Core Marketing Team – Key Messaging Discussion & Site Re-skin: John Sorgenfrei and Mark Elterman reviewed the brand compass and brand clarify sketch. The hierarchy represented Highway 1 Discovery Route---representing WineCoastCountry---which provides 10 Destinations, 1 Fantastic Vacation---delivered on WineCoastCountry.com---located in the Central Coast of CA. John and Mark reviewed the Key Messaging Matrix, and Lori Keller questioned where we are trying to do too much. Matt Masia reminded the board that the majority of our constituents are small lodging properties and they don't have their own sales teams, and Mike Hanchett noted that VSLOC could possibly fulfill a small group travel role. John King noted that infrastructure upkeep is an important factor, and Chair Ott noted that Cambria is pursuing several infrastructure projects within their region.

Rick Turton presented the website re-skin noting a new functionality and layout. Rick reviewed the home page, updated EVENT functionality, Social Media wall, etc. The Board determined that regional content for areas outside of the 10 unincorporated areas should remain on the site.

Approval of Marketing Plan & Budget: Mark Elterman and John Sorgenfrei confirmed that plan had been updated with board input from the last meeting and the plan is ready for board approval. Lori Keller asked about metrics in goals and how we will measure, and the board agreed the plan will continue to evolve and our goals must be measurable. Mike Hanchett suggested we create a model using historic TOT, and Mike, Lori and CAO Cuming will meet to discuss. The board agreed that a snapshot of the Marketing Plan presentation should be provided to the local fund board at their July meetings.

A motion was made by Shirley Lyon, and seconded by John King to approve the 2014 2015 Marketing Plan. With no further discussion, the 2014 2015 Marketing Plan was approved by a unanimous voice vote of the Advisory Board

A motion was made by Shirley Lyon, and seconded by Mike Hanchett to approve the 2014 2015 Marketing budget as written within the approved plan totaling \$530,000 per year for 2 years.

With no further discussion, the marketing budget was approved by a unanimous voice vote of the Advisory Board

Approval of CBID Annual Budget: CAO Cuming presented the final CBID Annual budget totaling \$1,078,827. A motion was made by Mike Hanchett, and seconded by Shirley Lyon to approve the 2014 2015 Annual CBID Budget totaling \$1,078,827. With no further discussion, the annual CBID budget was approved by a unanimous voice vote of the Advisory Board

Stewardship Traveler Program: CAO Cuming confirmed that Di Strachan will be in town the first week of July for an interview with NPR. Di will also be working with CAO Cuming to coordinate a Stewardship planning workshop in November 2014.

- FY 2013 2014 and FY 2014 2015

Map Reprint Funding: Mark Elterman provided an explanation on why the Highway 1 Discovery Route map had to be reprinted, and both he and John Sorgenfrei reiterated that they understood that they held the ultimate responsibility. Chair Ott felt that the CBID Advisory Board's willingness to consider ½ of the reprint expense is a 1-time offer.

A motion was made by Lori Keller, and seconded to Matt Masia to accept the reprint offer as written totaling \$3,814. With no further discussion, the reprint shared cost of \$3,814 was approved by a unanimous voice vote of the Advisory Board

Spring Fever Campaign Recap: John Sorgenfrei reviewed results, and Lori Keller asked that more information be provided on what we learned from the results of each media. It was recommended we provide a results snapshot to the local fund boards in July.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 8 local fund applications, 3 of which required CBID Board approval due to the funding amount.

CTB: A motion was made by Shirley Lyon, and seconded by Matt Masia to approve the Cambria Historical Society Scare Crow Festival sponsorship totaling \$4,980. With no further discussion, the \$4,980 was approved by a unanimous voice vote of the Advisory Board.

ABTA: A motion was made by Lori Keller, and seconded by Mike Hanchett, to approve the Apple Festival sponsorship totaling \$4,430, noting that \$2,215 of these funds will come from the CBID Event Matching Fund program. With no further discussion, the \$4,430 (\$2215 ABTA and \$2215 CBID Matching Funds) was approved by a unanimous voice vote of the Advisory Board.

VAC: A motion was made by Mike Hanchett, and seconded by Matt Masia, to approve \$20,000 for the Cayucos Chamber of Commerce Visitor Center annual funding. With no further discussion, the \$20,000 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: ABTA did submit a request for \$2,215 in matching funds for the Apple Festival, which was approved (see motion above).

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: Lori Keller recapped the meeting held with VSLOC Stacie Jacob and Paul Sloan. The Committee was encouraged as 4 specific tasks came out of the meeting that will support our hope to reduce duplication and increase collaborative efforts between our two organizations.

Business/Presentations

Jackie Cross from Central Coast Explorations presented details on her new program to create a Central CA inbound travel partnership with 17 Central CA counties. Jackie created the Majestic Mountain Loop, and is interested in creating a package for the Highway 1 Discovery Route using co-op and small group travel programs. The board agreed that this idea should be taken to the Collaboration Committee for further exploration.

Future Agenda Items

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

- Local Fund Input (June) Intention and Interest Measurement Tool

Adjournment

A motion was made by Shirley Lyon, seconded by Matt Masia to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 2:31 p.m.