



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

Board Meeting Minutes

April 22, 2015

12:00 p.m.

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

DRAFT UNTIL APPROVED

SLO CBID Members Present: Board: Shirley Lyon, Matt Masia, Mike Hanchett, Marjorie Ott, John King, Lori Keller and Laila Kollmann. County Liaison: Nikki Schmidt CAO: Cheryl Cuming. Absent: None

Guests: Chuck Davison, Savor the Central Coast; John Sorgenfrei (Core Marketing Firm), Di Strachan (Positive Futures)

Call to Order by Chair Shirley Lyon at 12:07 p.m.

Public Comment: Marjorie Ott shared that her lodging property is in escrow and that once escrow is confirmed, she will submit her resignation. Mike Hanchett and Shirley Lyon shared details of the Cayucos Pier repair, confirming that July 4th fireworks will go off on the pier. Shirley Lyon also announced the Cayucos Historical Society Open House on May 15.

Administrative Items:

- Consent Agenda

A motion was made by Marjorie Ott, seconded by Mike Hanchett to approve minutes. 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 budget to actual, and the local fund financials. CAO Cuming confirmed the contingency amount of \$129,050.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and shared VSLOC stat summary.

- Upcoming Events

The next CBID Advisory Board meetings will be held 5/27 and 6/24.

CAO Cuming reminded the board that the CBID Renewal will be held on 5/19, and chair Shirley Lyon passed out the letter from Dan Buckshi to all constituents regarding the difference between the CBID and TMD renewals and formation hearings.

The VSLOC TMD public hearing was on 4/21 with the Resolution of Formation will be held 6/10. Nikki Schmidt provided clarity on the content of the February letter sent with the initial TMD public hearing notice.

Ethics training deadline is 6/30.

DISCUSSION ITEMS

- Strategy/Topic Discussion

2015 2016 Draft Budget: CAO Cuming reviewed the line item detail of the 2015 2016 proposed budget. Matt Masia noted that with monies earmarked in areas like VSLOC co-op and Event Funds that he would like to see are larger percentage attributed to advertising. Lori Keller noted that if the TMD moves forward, that they hope to do a Fall campaign and that cooperative opportunities will come forward. Mike Hanchett noted that appropriating funds to budget areas that do not get used during the year is limiting our opportunities to leverage these dollars towards media. Matt Masia asked that the CMT bring more ideas forward on how we can potentially invest these monies.

CAO Cuming noted that the board will be asked to approve the final 2015 2016 budget at the May CBID Advisory meeting, and welcome additional input and questions as we prepare for that approval.

- Core Marketing Team

2015 2016 Direction – Discussion Outline: John Sorgenfrei reviewed a PowerPoint presentation summarizing the direction for 2015 2016. John reminded the board that an overview was presented at the March meeting, and his presentation was the next steps in the planning process. Mike Hanchett asked about our approach for vacation rentals and stated that we need to be further up the decision funnel in order to drive their choice of destination, and we should possibility consider retargeting. Chair Lyon noted that a VaCasa is the 9th fastest growing company and is focused on changing how vacation rental management services are delivered.

CAO Cuming reviewed the Actionable Insights in the plan overview, and confirmed the final marketing plan and CMT budget will be presented at the May meeting where a motion will be requested.

- Stewardship Travel Program

Di Strachan – Program Outcomes and 2015 2016 Scope: Di Strachan began her presentation by asking John Sorgenfrei how he sees Stewardship evolving in this upcoming fiscal year. John responded that he see STP as a PR tool that can support marketing our area as a destination and help create “new” news. He also recommended we continue to brand our regions and provide new reasons for media to embrace.

Di reviewed her outcomes and scope, and said our focus is to stretch beyond our STP criteria to encompass more things to attract a larger draw, including history and heritage. Lori Keller stated that as we talk about Stewardship, we need to address the water concern to determine what our constituents are doing and how to get the visitor to participate. The board agreed that the Marketing Committee should address this issue. Nikki Schmidt will provide the water details shared at the recent BOS meeting. John Sorgenfrei said it would also be important for us to communicate to locals on what the lodging owners are doing to help.

CAO Cuming confirmed that Di’s scope will be brought in front of the board in May for consideration and a motion for approval.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report. Lori Keller noted that the Cal Travel Summit is June 17 – 19 in Monterey.

Collaboration Committee: There was no Collaboration Committee meeting held in April.

Event Committee: There was no Event Committee meeting held this month.

ACTION ITEMS

Resolution of Support for Piedras Blancas State Designation Change to a National Monument: A motion was made by Mike Hanchett, and seconded by Marjorie Ott to support the resolution to change the designation of the Piedras Blancas Light Station from an Outstanding Natural Area to a National Monument. Matt Masia asked is the BOS has confirmed yet, and Nikki Schmidt was she was not aware that it had and Nikki stated that the CBID resolution will show their support of the resolution that will go before the BOS in the future. With no further discussion, the resolution was approved by a unanimous voice vote of the Advisory Board.

VSLOC TMD Board Recommendations for Unincorporated Seat: Nikki Schmidt confirmed that this is a Maddy book appointment, and thus the TMD must be formed before an official board position will be posted. Laila Kollmann stated she had been talking to constituents and none had confirmed their interest thus far. Chair Lyon noted that the CBID Advisory Board still has time before the 6/10 ROF hearing. Marjorie Ott asked who has been involved in VSLOC from the unincorporated area. It was determined that this discussion would be addressed by the CBID Collaboration Committee and recommendations would be brought back to the board at the May CBID Advisory Board meeting.

- Funding Discussion and Approvals

Savor Sponsorship Funding: CAO Cuming notes that the overall budget for Savor totals \$90,000, and that we would anticipate using \$75,000 for sponsorship and CMT expenses. Nikki Schmidt asked about the author Bridget Bins and John Sorgenfrei confirmed that we should look to include her somehow. Matt Masia noted that he was not comfortable with an overall investment in Savor of \$90,000 and that he supports the campaign media investment approach.

A motion was made by Matt Masia, and seconded by Laila Kollmann to approve the \$60,000 Platinum sponsorship for Savor. With no further discussion, the Savor Sponsorship was approved by a unanimous voice vote of the Advisory Board.

CAO Cuming confirmed that the board would like additional information in order to approve the CMT expenses, which will be provided at the May meeting.

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

Mike Hanchett did ask about the Arthritis Foundation Bike Ride Sponsorship for Cambria, and CAO Cuming confirmed that their interest was to support the launch of CycleCentralCoast.com.

JackRabbit contract: CAO Cuming confirmed that the CTB has approved a 6 month contract renewal with JackRabbit starting 5/1/15 totaling \$9,000. A motion was made by Marjorie Ott, seconded by Mike Hanchett to approve the 6-month contract renewal with JackRabbit for \$9,000. With no further discussion, the extension was approved by a unanimous voice vote of the Advisory Board.

TJA Marketing Annual Contract: CAO Cuming confirmed that the ABTA has approved a 12 month contract renewal with TJA totaling \$150,000. Nikki Schmidt requested that a summary of annual results be provided. A motion was made by Laila Kollmann, seconded by Mike Hanchett to approve the 12-month contract renewal with TJA for \$150,000. With no further discussion, the extension was approved by a unanimous voice vote of the Advisory Board.

Savor Adventure Tour Sponsorship: CAO Cuming confirmed that the SSTA has approved the sponsorship of 2 "Behind the Scenes" Adventure Tours with Savor totaling \$6,000. A motion was made by Marjorie Ott, seconded by Laila Kollmann to approve the Adventure Tour Sponsorship for \$6,000. With no further discussion, the extension was approved by a unanimous voice vote of the Advisory Board.

Business/ Presentations

Chuck Davison (VSLOC) presented updated sponsorship opportunities for Savor 2015. Mike Hanchett asked why opening night will not be held at the Castle and Chuck Davison stated that Ann Hearst's event will not be on Thursday so Savor had to move. Chuck also shared the SAVOR management transition contract and partnership agreement timing and percentages. Matt Masia asked if Fast Forward Events can eventually move the event, and Chuck confirmed that contractually they could not.

Chuck Davison reviewed a proposal for \$60,000, which would provide an out of area media campaign as well as a sponsorship presence within the main event Pavilion. The board also discussed possibilities of including a guest chef/author within the sponsored Lounge area and tie in with the car/auto sponsor to focus on the Highway 1 Discovery Route and All Roads Lead to Savor. The board discussed media plan components and target market options, and John Sorgenfrei confirmed that the CBID campaign could be replaced or enhanced by this effort. It was confirmed that the media details will be discussed at the Marketing Committee and confirmed in a May meeting with SAVOR and Fast Forward events.

See Savor item under discussion for details.

Closing Comments: CAO Cuming reminded the board members that Ethics training deadline is June 30.

Future Agenda Items:

Unincorporated County Beautification and Infrastructure Grant Program
Event Focus Budget Policy
2015 2016 Final Budget and Plan

Adjournment

The meeting was adjourned at 2:43p.m.