



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

Board Meeting Minutes

May 27, 2015

12:00 p.m.

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

**SLO CBID Members Present:** Board: Shirley Lyon, Mike Hanchett, Marjorie Ott, Lori Keller and Laila Kollmann. County Liaison: Nikki Schmidt CAO: Cheryl Cuming.  
Absent: Matt Masia, John King  
Guests: Mark Elterman and John Sorgenfrei (Core Marketing Firm)

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

**Public Comment:** Marjorie Ott shared that her lodging property is no longer in escrow and that she will continue to serve. Chair Shirley Lyon read Pandora Nash's email, along with Bruce Gibson's response. CAO Cuming confirmed the John King would like to invite the board to the Chardonnay Symposium Grand Tasting.

**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. Nikki Schmidt confirmed that the final protest percentage for the CBID renewal was 1.9%, and Chair Shirley Lyon noted that Di Strachan did an excellent job presenting in front of the BOS at this renewal hearing. CAO Cuming also shared VSLOC stat summary, and reviewed the VSLOC proposed 2015 2016 budget highlights. .

- Upcoming Events

The next CBID Advisory Board meetings will be held 6/24 and 7/22.

The VSLOC TMD Resolution of Formation will be held 6/10 at 1:30pm. VSLOC will be meeting with Susan Lyon on 5/28, and it has been discussed that she may require an EIR to measure the impact of tourism on our region. Chair Shirley Lyon noted that Susan Lyon did send a letter to all SLO County residence. Mike Hanchett believes that those that carve-out do receive benefit without contributing. Chair Lyon did encourage the CBID Advisory Board to show support on 6/10 to being present at the ROF hearing. Nikki Schmidt noted that over 400 protest letters have been received.

Ethics training deadline is 6/30.

## **DISCUSSION ITEMS**

- Strategy/Topic Discussion

**County Funding for Tourism:** Marjorie Ott confirmed that a small group did meet with Dan Buckshi to clarify the CBID letter. It was a productive meeting, and Mr. Buckshi did note that within the 2015 2016 budget he had identified \$100,000 for the Infrastructure & Beautification Grande (I&B) program, with a potential for increasing funding the following year. The CBID also discussed their concern with the hold-up on processing two funding applications. Nikki Schmidt noted that all applications are up to date, and CAO Cuming has confirmed a meeting with Nikki in early July to finalize the policy document.

Marjorie Ott feels it is incumbent upon the CBID to make this program successful, and Nikki noted that she will encourage that this grant fund projects that are not reoccurring beautification programs (main street plant watering). Laila Kollmann shared her recent visit to Big Bear Lake where they did a wonderful job transforming the downtown village with benches, fire pits, planters, and a bike repair station.

- Core Marketing Team

**2015 2016 Final Plan:** John Sorgenfrei and Mark Elterman presented the 2015 2016 Marketing Plan with 3 specific focuses:

- Evolve and clarify the consumer H1DR brand
- Increase stays and LOS
- Create efficiencies and shared assets

Bottom-up and top-down tactics will be refreshed, and the CBID will focus on supporting the efforts of the local funds, while continuing to provide assets.

CAO Cuming reviewed budget details, including the percentages by program, and shared the details from the Local Fund Shared Assets Survey. Lori Keller noted that we must continue to evolve our collaboration with VSLOC to minimize confusion and duplication. Marjorie Ott wants to make sure we are “keeping up with technology” and the board discussed the opportunity to create a Highway 1 Discovery Route app. Mike Hanchett asked how we can package existing apps onto our site so they are all available to consumers (for example, the tide pool app from the NOAA).

The CMT confirmed that CAO Cuming and our team are working with Fast Forward Events around the SAVOR details and will launch the \$5,000 getaway promotion by June 1. CAO Cuming was asked to outreach to the wine alliances to gather visitor data to confirm the media target market, which is currently recommended as Orange County.

**Travel Show Synopsis and Planning Discussion:** Mark Elterman reviewed the Phase II strategy for the Travel Show. Lori Keller noted that less is more and we need to make the videos shorter. Marjorie Ott agreed and said the interviews are too long, and that we need to create more of a sense of the event. Mike Hanchett suggested we review the analytics to see how long folks are watching. John Sorgenfrei confirmed what had been shared: shorter videos that are less focused on the host. Mike Hanchett asked if we could integrate at the property level and create instructions on how to display the videos on the in-room TVs. Nikki Schmidt clarified if NBC would use our videos and Mark Elterman did confirm that we are pursuing those avenues.

**Lodging Profile Enhancements:** Mark Elterman presented the CMT recommendation on how to evolve the STAY profiles in order to increase viewership and effectiveness. He provided OTA examples and profile comparisons, noting that the updated profile will contain more photos, video and a Book Now button. CAO Cuming confirmed that expenses for this project are within the current FY budget, and will be encumbered as the project will extend past the FY end.

- Stewardship Travel Program

**Bay Area Travel Writer’s Recap:** Di Strachan, Mark Elterman and Joanna “On the Road with Jo” presented in front of 60 Bay Area journalists, sharing a presentation about the H1DR and Stewardship. Mark confirmed that any coverage stemming from this effort will be earmarked.

- Committee Reports

**Marketing Committee:** CAO Cuming reviewed the Marketing Committee report.

**Collaboration Committee:** CAO Cuming reviewed the Collaboration Committee report. CAO Cuming also noted that a constituent has requested TOT by property type by area, and that the Collaboration Committee confirmed that these types of inquiries should be referred to the Tax Collectors office. The CBID Advisory Board concurred. Nikki Schmidt will check to see if this level of data is available.

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

Event Focus Budget Policy draft was presented. CAO Cuming and Lori Keller met to confirm points that should be included within the draft policy. The Board asked that the 45-day deadline be noted for submission of the follow-up report. John Sorgenfrei noted his concern about the stipulation that an event had to provide benefit to multiple regions. CAO Cuming will revise based on input and present a final policy at the June board meeting.

## **ACTION ITEMS**

### **2015 2016 Plan and Budget:**

A motion was made by Mike Hanchett, and seconded by Marjorie Ott, to approve the 2015 2016 Marketing Plan as submitted with fine-tuning of the document as details evolved (a living document). With no further discussion, the plan was approved by a unanimous voice vote of the Advisory Board.

A motion was made by Mike Hanchett, and seconded by Laila Kollmann, to approve the 2015 2016 budget totaling \$1,089,567, noting that the Matching Fund and Event Support Fund budget will be reduced by \$50,000, with the additional \$50,000 being moved into contingency, make the contingency a great percentage of the budget at \$112,912. With no further discussion, the budget was approved by a unanimous voice vote of the Advisory Board.

### **Scope of Services for Positive Futures, Admin Services and Financials Services:**

Diane Strachan's annual plan and scope were provided to the board and MSC. Lori Keller asked how we identify KPI and measure our success with this program. It was noted that this is a publicity strategy and PR coverage measurements are being tracked and provided. Chair Shirley Lyon is interested in making a stronger connection with history and heritage with our Stewardship program. Laila Kollmann noted that Di did mention a transition plan will be developed in 2015 2016 as her role continues to evolve.

The board was given the Scope of Services for 3 contracted vendors, Positive Futures, Cheryl Rowe and Connect Accounting. A motion was made by Mike Hanchett, and seconded by Marjorie Ott to approve Stewardship services, admin services and financials services scopes for FY 2015 2016 starting on July 1, 2015. With no further discussion, the scopes were approved by a unanimous voice vote of the Advisory Board.

**VSLOC TMD Board Recommendations for Unincorporated Seat:** CAO Cuming confirmed that Gary Setting, owner of Sea Pines Golf Resort in Los Osos, is interested in serving on the TMD board (if formed). It was also noted that Sean Wilkenson had been approached and may be interested. Lori Keller noted that Pacifica did not have anyone to recommend as Charlie Yates is retiring. Nikki Schmidt reiterated that these are Maddy Book appointments and the County will outreach to the unincorporated area and begin the appointment process once the TMD is formed (after June 10).

A motion was made by Laila Kollmann, and seconded by Mike Hanchett, to recommend Gary Setting for the unincorporated seat on the TMD. With no further discussion, the recommendation was approved by a voice vote of the Advisory Board. Lori Keller abstained.

- Funding Discussion and Approvals

**Savor CMT Budget:** CAO Cuming provided a budget recap of expenses anticipated for SAVOR outside of the VSLOC sponsorship costs. It was confirmed that \$29,625, already earmarked for SAVOR within the current FY budget, will be utilized for this effort.

**Local Fund Application:** CAO Cuming reviewed 5 local fund application(s), 3 of which required CBID Board approval due to the funding amount.

**SSTA Riester Highway 1 Alert:** CAO Cuming confirmed that the SSTA would like to provide this technology to the CBID and other local areas once developed. Mike Hanchett shared his insights about the back-end system, and noted their concern with road closures occurring every night beginning at 10pm throughout the summer. A motion was made by Marjorie Ott, seconded by Laila Kollmann to approve the Highway 1 Alert for \$6,600. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

**VLOB Admin Services 2-year contract renewal:** CAO Cuming confirmed that the Los Osos/Baywood board approved a 2-year contract with Melissa Kurry to continue to serve as their administrator. A motion was made by Laila Kollmann, seconded by Marjorie Ott to approve the 2-year contract with Melissa Kurry for \$6,000. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

**Oceano/Nipomo Admin Services annual contract renewal:** CAO Cuming confirmed that the Oceano/Nipomo board approved a 1-year contract with Stephanie Rowe to continue to serve as their administrator. A motion was made by Mike Hanchett, seconded by Laila Kollmann to approve the 1-year contract with Stephanie Rowe for \$9,000. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

### **Business/Presentations**

There were no presentations.

**Closing Comments:** Mike Hanchett is pleased to see our communities benefiting from the good work of our local funds. Chair Lyon agreed, and would like to get the word out into each community about what each local fund has achieved.

Chair Lyon noted details on the Grand Jury investigation on the business tax in Morro Bay.

Nikki Schmidt asked for confirmation that the Cambria Chamber was returning the unused funds for the monument signage, and CAO Cuming confirmed to follow up.

### **Future Agenda Items:**

Unincorporated County Beautification and Infrastructure Grant Program

### **Adjournment**

The meeting was adjourned at 3:09p.m.