



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

Board Meeting Minutes

June 24, 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, Mike Hanchett, Marjorie Ott, Lori Keller and Laila Kollmann, Matt Masia, John King. County Liaison: Nikki Schmidt CAO: Cheryl Cuming.
Absent: none
Guests: Linda Sanpei, Nathan Hayden and Tom Halen, Cow Parade; Mark Elterman and John Sorgenfrei (Core Marketing Firm)

Call to Order by Chair Shirley Lyon at 12:04 p.m.

Public Comment: None

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller 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 \$136,619

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and the Visit SLO County activity report.

- Vacancy in Local Fund Admin Role

Chair Shirley Lyon provided background that we have not had a vacancy in the local fund admin for 3.5 years, and that the CBID Board needs to confirm that local fund is responsible for compensating an interim administrator while the replacement administrator is being found. Marjorie Ott agreed that this is a good idea, and that Cambria is a large fund that requires lots of administrative oversight. Mike Hanchett suggested we create a written policy, and Laila Kollmann agreed that we need to make sure the local funds are aware of this. CAO Cuming will work with the Executive Committee to create a policy.

- TMD Outcome: 6/10 ROF Hearing

Chair Shirley Lyon confirmed the final protest percentage at 16.72%. Marjorie Ott thanks the board as several local fund board members attended, and felt there were good comments of support from the BOS. She noted specifically Adam Hill, Lynn Compton, and Debbie Arnold for asking thoughtful questions and contributing to a good discussion.

Chair Shirley Lyon then furthered discussed the vacation rental ordinance density restrictions and read Toni LeGras' email. Mike Hanchett expressed that he was at a loss on how, going forward, to support the Vacation Rental Management Company efforts around the density restrictions ordinance. Chair Lyon commented about the Grand Jury report and confirmed that she will be setting a meeting with the Planning Department and Tax Collector's office. Nikki Schmidt pointed out that this discussion was off topic based on the agenda, and should be agendized separately. Chair Lyon agreed, and will place on a future agenda once the meetings with the County have taken place.

- Upcoming Events

The next CBID Advisory Board meetings will be held 7/22 and 8/19 (3rd Wednesday).

Ethics training deadline is 6/30.

Business/Presentations

Cow Parade: Linda Sanpei and Tom Halen provided details about countywide art event called the Cow Parade and the sponsorship opportunities associated with the event. The parade will be launched in February 2016 and go through September 2016. The official launch will be at the Mid State Fair on 7/22. VSLOC will be meeting with the Cow Parade in August to determine their participation. For 10 cows (1 in each CBID Region), the Supreme sponsorship is \$100,000. John King did ask if the installation could be ongoing as once it is done in September 2016, he is concerned about the tourism draw ending. Laila Kollman and Mike Hanchett both requested additional information about the marketing investment out of area, and how the out of area draw will be supported. Linda Sanpei noted that SLO County is the only US location in 2016. Lori Keller commented that she was working with Pacifica as the time the Cow Parade came to La Jolla and that they did not see an associated increase in tourism due to the Parade, and Lori also added that we need to ask ourselves if it is our mission to create an attraction or promote an attraction. Mike Hanchett did add that the ScareCrow Festival has been a wonderful draw for Cambria, however, this occurs annually.

The CBID Advisory Board requested that Linda/Tom return to the July board meeting with additional information about the out of area marketing support and plan.

DISCUSSION ITEMS

- Strategy/Topic Discussion
- Core Marketing Team

2015 2016 Marketing Plan Tactical Overview:

John Sorgenfrei and Mark Elterman reviewed the PowerPoint of the tactical plan additions that have been made to the Marketing Plan since the May board meeting, and noted they are now included within the addendum.

Spring Campaign Wrap Up: Mark Elterman reviewed the results of the Spring Campaign noting that the effort focused on engaging more viewers to our videos and driving UV to our website. It was noted that the campaign did increase web visitors with over 8.8 million digital impressions. Mark also noted that ADARA did not necessarily show direct room revenue, and Matt Masia confirmed that ADARA focuses on driving results for areas like San Simeon where there are a high concentration of chain hotels.

- Stewardship Travel Program (see Action Item below)
- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: There was no Collaboration meeting in June, and the next meeting is scheduled for July 21st.

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

ACTION ITEMS

Coastal Clean-up Program: CAO Cuming provided a 1-page overview which would focus on creating recognition of the Stewardship Program within the County, which is a goal for 2015 16. It was also noted that provide free STP t-shirts to all clean-up participants would create a publicity opportunity.

Marjorie Ott made a motion to support the \$5,000 investment. The motion died due to lack of a 2nd.

Event Focus Policy:

CAO Cuming provided the final draft of the Event Focus Policy.

A motion was made by Marjorie Ott, and seconded by John King, to approve the policy as presented. Laila Kollmann noted that we should develop an application to accompany the policy. With no further discussion, the policy was approved by a unanimous voice vote of the Advisory Board.

VSLOC TMD Board Recommendations for Unincorporated Seat:

Nikki Schmidt confirmed that a display ad will run in the New Times and that the deadline for submission for the unincorporated seat will be July 24, 2015. CAO Cuming confirmed that Gary Setting, owner of Sea Pines Golf Resort (Los Osos) is interested in applying. Lori Keller will reach out to Pacifica to determine if there is anyone on the North Coast that is interested in applying. Marjorie Ott and CAO Cuming will be meeting with Linda Ennen, a new B&B owner in Cambria.

- Funding Discussion and Approvals

Local Fund Application: CAO Cuming reviewed 10 local fund application(s), 4 of which required CBID Board approval due to the funding amount.

CTB Arthritis Foundation Bike Ride Sponsorship: CAO Cuming confirmed that the CTB increased their sponsorship level from \$3,500 to \$10,000 based on additional sponsorship benefits received at this level. Mike Hanchett expressed the importance of leverage the CycleCentralCoast effort, and is concerned with the fact that a majority of the cyclists camp. Cavalier did 54 rooms for the 2014 event, and reminded the board that the rider number is capped. John King did note that there is a second stop in the County in Oceano. Marjorie Ott said that 90 rooms are booked thus far in Cambria, and that this event fits well with the timing of the ScareCrow Festival launch. Marjorie also confirmed that Archer & Hound are working with the Arthritis Foundation to develop publicity and coverage.

A motion was made by Matt Masia, seconded by Mike Hanchett to approve the Arthritis Foundation sponsorship increase from \$3,500 to \$10,000. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

CTB Arthritis Foundation Bike Ride Sponsorship Matching Fund Application: A motion was made by Marjorie Ott, seconded by Laila Kollmann to approve the Arthritis Foundation matching fund for \$5,000. Chair Lyon then asked for discussion. Marjorie Ott confirmed that the CTB is developing Cambria as a cycle-centric destination and this directly supports those efforts, and sees that this effort will benefit the entire County. Mike Hanchett questioned how the submission meets the criteria for the matching fund monies, and noted that it is an existing event that currently does not have additional out of area draw as the participation is limited. Mike is also unclear on how it will support CycleCentralCoast. Marjorie liked the support to the additional monies provided to the Sea Glass Festival (Mermaid March), and reiterated that CycleCentralCoast has enormous potential. Laila Kollmann would like to see more information on the application on how it supports the mission of the CBID (heads in beds).

With no further discussion, Chair Lyon called for a vote, and the motion did not pass due to 4 opposed and 3 supporting. Marjorie Ott asked that the CBID reconsider the matching fund request, and the board agreed to ask the CTB to resubmit with additional support on how it can create an additional out of area draw. Laila Kollman suggested that the CBID explore an alternate strategy for supporting the cycle-centric approach.

CTB Archer & Hound 1-year contract renewal: A motion was made by Matt Masia, seconded by Laila Kollmann to approve the 1-year contract with A&H for \$465,705. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

CTB Managing Assistant annual contract (new hire): CAO Cuming confirmed that Jill Jackson has been offered the job as the Managing Assistant for the CTB and has accepted. A

motion was made by Mike Hanchett, seconded by John King to approve the 1-year contract with Jill Jackson for \$42,000 + expenses. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

VAC Verdin contract extension for 3 months: A motion was made by Matt Masia, seconded by John King to approve the 3-month contract extension with Verdin totaling \$18,737. With no further discussion, the contract extension was approved by a unanimous voice vote of the Advisory Board.

Closing Comments: John King asked that Linda Sanpei be invited to the July CBID Advisory Board meeting to provide a wrap-up report on the Chardonnay Symposium.

Future Agenda Items:

Unincorporated County Beautification and Infrastructure Grant Program

Adjournment

The meeting was adjourned at 2:09p.m.