



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

Board Meeting Minutes

November 18, 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, Laila Kollmann, John King, Mike Hanchett, Matt Masia

CAO: Cheryl Cuming

Absent: Lori Keller; County Liaison: Nikki Schmidt

Guests: Mark Elterman & John Sorgenfrei (Core Marketing Firm); Di Strachan (Stewardship Traveler Program); Linda Parker Sanpei & Rick Loughead (Chardonnay Symposium)

Note: John King departed at 2:30pm

**Call to Order** by Chair Shirley Lyon at 12:11 p.m.

**Public Comment:**

Chair Shirley Lyon welcomed Di Strachan. Mike Hanchett asked how the Cayucos Pier re-opening went. Shirley said there was a ribbon cutting with lots of people; she indicated that the Pier has been widened and given new life and that Bruce Elster (project contractor) spoke. Laila Kollmann said that Makanna wrote a song of dedication. Shirley stated that \$750,000 was raised.

**Administrative Items:**

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Laila Kollmann 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. CAO Cuming noted that due to the board meeting being moved up, that Budget vs Actuals will be providing in December.

- Administrator's Report and Partner Update

CAO Cuming stated that the November/December reports will be provided at the December meeting.

- Upcoming Events

The next CBID Advisory Board meetings will be held 12/16. Shirley Lyon said that going dark for the December meeting was considered, but the board does have items to review.

### **Business/Presentations:**

- International Chardonnay Symposium for 2016

Linda Parker Sanpei presented. She said that 1/3 of events will be in Edna Valley and the event will be expanding to be countywide. They are looking at North Coast events for 2017. The Paso Robles AVAs are joining the event in 2016 and going forward the majority of the event will remain in South Coast - Avila Beach and Pismo Beach. Media partners include SOMM Journal, Touring & Tasting, and Clever Root. They will also be working with Wine Enthusiast. Digital marketing will be in California - South, North and Central, plus fly-to markets of Phoenix and Seattle. Event organizers are working closely with both AVA wine clubs to reach their club members. They will offer a 20% discount on grand tasting tickets to all lodging partners. Their \$30,000 ask is for seed capital to ensure that these types of events stay within our county. They are offering out-of-area Getaway Giveaway with Chardonnay Symposium tickets at a value of \$1540. Mark Elterman noted that the e-blast grew by 8,000-10,000 with the SAVOR giveaway. Linda shared a summary of benefits provided as part of the sponsorship package. Rick Loughhead said there will be attention from sommeliers and wineries from around the world. He said there will be discovery of this vital wine region and will draw attention for future visitation. He feels that the clientele is a good fit for our region and that expanding events to touch more regions is a goal, making it a signature countywide event.

John King said that the Culinary Institute of America will be bringing signature chefs, and that wineries will be bringing in "whales" for the event, which will draw producers from South Africa, New Zealand, Italy and France. John Sorgenfrei noted that Fred Dame will be attending and that someday this could be a famous event, such that the area will be known as a chardonnay region. Linda noted that sommeliers will be participating in a wine tasting competition, with lots of elements to keep it engaging. John King noted that Aspen and Napa events added chefs and found the addition to be a good draw. Laila Kollmann said that she looked up the websites and was really impressed by how the event has grown. Linda indicated that 70 to 80 wineries will be involved in the 4-day event. Matt Masia asked about looking forward to 2017 and was concerned whether guests would stay on the North Coast. Linda suggested the potential to tie-in abalone and feature chardonnay at other events in those regions. John King said they could place winery dinners in those communities to create a draw. Rick Loughhead noted that the event was previously held in Santa Barbara and wants to grow it throughout SLO County - North, South and Templeton gap. He noted that the event is attracting a new audience that has not been to the County. John King said that within a couple years the goal is to be self-sustaining event. Rick

said that a non-profit was formed, with a loss of \$36,000 covered last year and that all monies will go back to the non-profit to build future event growth.

Laila Kollmann pointed out that Cal Poly graduation is in June and that the coastal region is booked for weekends in May. She likes that the event starts on a Thursday; she also pointed out that SAVOR had winemaker dinner but that the distance did discourage attendance. Laila asked how the CBID sponsoring transportation would work. Linda said that shuttle sponsorship would allow for branding with banner and collateral. Rick said that they found the first weekend in May was slow so they hoped to provide additional overnight stays. Laila asked if there was a way to incorporate vacation rentals to promote overnights. John King said that people will arrive on Wednesday, so there will be lots of opportunity to push weekday stays. Shirley Lyon said that weekly rentals will be their focus during May.

Mike Hanchett said the historically the board stands back to look at the regional impact overall. He pointed out that having a notable wine event benefits many and sees how the event can grow. He asked how the wine industry is stepping up. John Sorgenfrei said that Brian Talley is really involved, as is Mike Sinor and it really shows that they recognize the value of this event. He said that it behooves us to promote as it is an attraction as we are wine, coast, country. Shirley asked is the event has reached out to Pacific Coast Wine Trail. Linda indicated that they haven't yet, but they do hope they come onboard. She noted that the wineries have not yet contributed financially. John Sorgenfrei stated that Pismo Beach has come in with a \$30,000 sponsorship and there will be \$30,000 for marketing. They will also be asking VSLOC for \$50,000. Rick said they have commitments from six wineries thus far.

CAO Cuming reminded the board the importance of multi-regional events. Event Focus Funds remain at \$20,000, however, the Board did agree to attribute additional monies from contingency into event categories as needed. Mike Hanchett noted that the large dollar amount does make him feel a little uncomfortable, and he sees the value of growing the presence of our wine region and involving multiple CBID regions. CAO Cuming asked if focus could be pulled to North Coast by showing somm movie to Hearst Castle Theater. Mike asked if the sponsorship could include creating content to leverage promotions for out of area, like video. Di Strachan inquired if CBID could leverage media contacts and talk about H1DR.

Shirley Lyon said that she would like to move the action item up as John King and John Sorgenfrei need to leave by 2:30pm.

## **ACTION ITEMS**

### **Chardonnay Symposium Event Focus Funds:**

CAO Cuming asked if a marketing plan was available. John King said that it isn't yet, but that TJA is working on it. John Sorgenfrei said they are working with Wine Enthusiast and 805 Living, as well as wine clubs and memberships. Shirley Lyon asked for clarification on what sponsorships have been confirmed. John Sorgenfrei stated \$60,000 from Pismo Beach and \$30,000 from Avila Beach. Shirley said that she reviewed the budget and identified \$240,000 in expenses as seed money to promote the event.

John King said the attendance number is projected and they do feel strongly that it is achievable. Mike suggested they get marketing power of PasoWine behind the event. Laila Kollmann said that Eroica has good potential to promote year-long for folks to ride and asked if we can develop a way to promote year-round to create draw. Matt Masia would like ideas to develop wine regions and wants to see wineries invest to help it grow. Shirley noted that wine

and food find a way to fit together to create an overall experience for tourists. Mike shares Matt's frustration and noted that the Board has monies to invest in an asset to draw higher demographic - getting the right folks here. Mike wants a sustainable marketing strategy. John King said the he got involved in CBID because of its support of events and he sees a need for countywide, sustainable events.

Mike Hanchett asked if CMT has recommendations on how to slot into promotions. John Sorgenfrei suggested attributing a portion to marketing and will support with current assets and promote other activities to enjoy while they are visiting.

A motion was made by Mike Hanchett and seconded by Laila Kollmann, to approve \$20,000 sponsorship using Event Focus Funds with an additional \$10,000 from contingency for marketing with CBID having a right to all content created for its own uses. Matt Masia opposed; John King abstained. Motion carried.

## **DISCUSSION ITEMS**

- Strategy/Topic Discussion

Shirley Lyon recommended that the CBID conduct a Board retreat in January 2016. She said it's a good time to establish the direction the Board wants to go in the future. Collaboration Inc. was contacted for scope and it would be a \$2,500-\$4,500 investment. Mark Elterman said that he's currently using Collaboration for his company and if the Board wants to focus on how they work together, then he thinks it would be a good fit. Shirley said that she wants a more cohesive direction and expectations about what we are trying to accomplish.

## **ACTION ITEMS**

### **Board Retreat Facilitator:**

A motion was made by John King, and seconded by Mike Hanchett, to approve \$4,500 from contingency fund to support Collaboration for facilitating Board Retreat. Laila Kollmann said that she initially felt that \$2500 would be sufficient, but she agrees that in-person interviews are an important part of the process. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

### **Board Application(s) for Open Seat**

The Board received an application from Bram Winter. CAO Cuming reviewed outreach to B&Bs to determine if there was any interest in submitting a board application.

A motion was made by John King, and seconded by Matt Masia, to approve Bram Winter's application to the Board. John King asked if the Board could invite possible BOS candidates and hear their views on tourism. This will occur in 2016. With no further discussion, the application was approved by a unanimous voice vote of the Advisory Board.

## **Local Fund and Matching Fund Applications**

### **San Simeon Chamber Visitor/Fulfillment & Administrative Support:**

Shirley Lyon asked about the role of the person at the Visitor Center. Mike Hanchett confirmed that the staff is also the local fund administrator.

A motion was made by Matt Masia, and seconded by Laila Kollmann, to approve \$43,650 paid quarterly at \$10,912.50 for January through December 2016. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

### **San Simeon Trade Show Participation:**

Mike Hanchett said that the SSTA is sending Millie Matz to trade shows to promote the area.

A motion was made by Laila Kollmann, and seconded by Matt Masia, to approve an amount of \$28,977. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

### **Discussion Items**

- Core Marketing Team

John Sorgenfrei presented the El Nino approach with media, contest and creative, including a landing page with El Nino lodging specials. He said it will also include rainy day itineraries, and that people will be able to upload photos of themselves having fun in the rain. The CMT will also run a video contest on YouTube with "Singing in the Rain." Mark Elterman reassured the Board that all of the Fall media would not be committed until El Nino is confirmed.

John Sorgenfrei asked if lodging would agree to offer to book ahead of time. Laila Kollmann said that she would support. Mike Hanchett noted that last minute cancellations are the problem. John Sorgenfrei said that there would need to be a no-cancellation policy, so the discount needs to be large enough to draw attention. He also noted the need to be careful not to upset people who would still want to cancel.

### **Coastal Discovery & Stewardship Promotion:**

Mark Elterman reviewed the Coastal Discovery and Stewardship promotion, and confirmed that the CBID will provide 200 flyer/property to promote the 30+ activities. He also indicated that the webpage will be live by November 30th and they will be coordinating with Paso BlendFest and Pacific Coast Wine Trail. He noted that the overall media spend will fluctuate depending on the weather.

Di Strachan briefly reviewed the *Pelican Dreams* film that will air at Hearst Castle Theater and said there will be an effort to have the pelican Morro, and the film maker Judy Irving, at certain events.

### **Spring Family Vacations:**

Mark Elterman reviewed the content development, PR campaign, media targeting plan, ad creative, planned guest blogs, nature ads and advertorial. He said there is need for some additional photography which will be discussed at the December MSC and board meetings.

Mark also recapped some recent press and said that Visit CA picked up rural road trip in Canada.

### **Stewardship Travel Program:**

Di Strachan reviewed the messaging strategy and said it has evolved to broaden the scope of the program. She noted that there is a deeper eco-tour brand than most similar programs. Los Osos is creating an STP weekend package and Avila Beach has requested frontline training. There will be an outdoor writers' conference in Morro Bay in 2016 and Di said she is connecting with Mary Golden at Morro Bay Natural History Museum.

**Marketing Committee:**

Laila Kollmann reviewed the Marketing Committee report, including VisitCA and Canada, event venues list, the family photo shoot, and VSLOC Visitor Guide co-op. Mark Elterman showed the new vacation rental STAY profiles with additional photography.

**Future Agenda Items:**

Highway 1 Alert Funding Discussion (initial investment from SSTA of \$6,600)

Lodging Profile Enhancements for Vacation Rentals

Cycle Centric Strategy for entire region

**Closing Comments:**

None

**Adjournment**

The meeting was adjourned at 2:47 p.m.