



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

Minutes

January 22, 2014

12:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent: John King

County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Guests: Julia Mitchell (CTB), Mark Elterman, John Sorgenfrei, Kaci Knighton and Rick Turton (Core Marketing Firm)

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

Public Comment: None

Administrative Items:

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Mike Hanchett to approve the December 18, 2013 meeting minutes. With no further discussion, the 12/18 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, provided a Visit SLO County Tourism Workshop recap and the Visit SLO County stat summary. CAO Cuming also shared that WCC is up for a VisitCA Poppy Award, which will be announced on 2/5/14.

- Upcoming Events

The next CBID Advisory Board meetings will be held: 2/26. Future board meetings dates: March 26, 2014. The Coastal Discovery and Stewardship Month proclamation will be presented at the BOS meeting on 2/04.

Business (action items):

- Strategy/Topic Discussion – no topic for discussion.
- Core Marketing Team Report & Stewardship Traveler Program

Fall Shoulder Season: Rick Turton provided web stats, and confirmed CoastalDiscoveryRoute.com will become a good referral source for WCC.com. Furthermore, 800 referrals to WCC.com came from the API feeds. Kaci Knighton shared Social Media stats with 21,493 fans on Facebook and a monthly reach of over 82,000, and 100 average new likes per day.

Stewardship Traveler Program: Mark Elterman confirmed that a Stewardship Integration piece has been developed with Di Strachan to provide ideas to lodging properties on how to further integrate the Stewardship program at the property level.

Update on current programs: Mark Elterman reviewed PR stats and pending coverage details.

Spring Shoulder Season: John Sorgenfrei provided an overview of the approach for Spring 2014, which will launch in March. The board agreed that the details will be reviewed by the Marketing Committee in February, and brought to the board thereafter. The Board also confirmed that this plan will be shared with the Local Fund Boards at their March meetings.

- FY 2012 2013

Coastal Discovery & Stewardship Month: CAO Cuming provided the final proclamation language and cover letter for board review. Board confirmed approval of both documents, which will be presented at the 2/4 BOS meeting. CAO Cuming confirmed that “The Living Sea” will be shown at Hearst Castle Theater each Saturday throughout February funded by the CBID. The total cost already approved by the board is \$3,200 for the film usage fees and the theater rental. Mark Elterman confirmed that flyers will be created, as well as a video that will be shown prior to the film, and in the 3 flat screens within the theater lobby. WCC will also provide Discovery Route pop-up banners, DR maps and US Airways feature reprints. The Coastal Discovery Center has agreed to be the donation partner.

Booking Engine RFP: CAO Cuming confirmed that the RFP was released on 1/14/14, and submission are due on 2/06. Lori Keller asked that an analysis be done to gather more data about DMOs using Booking Engines. Rick Turton and John Sorgenfrei noted they could provide some stats from Pismo Beach through Jack Rabbit. The board agreed on the following schedule:

- 2/07 CAO Cuming distribute submissions and an evaluation chart to all board members
- 2/13 The Board members will provide their completed evaluation charts
- 2/20 Presentation for final firms from 9am – 1pm at the Apple Farm

CAO Performance Measurements: Nikki Schmidt noted that she and CAO Cuming met to determine the best process to gather feedback from the Local Fund Boards. The board agreed to review a draft evaluation form at the February meeting, and have Nikki send the form, along with instructions to each local admin for completion by each board members in March. Nikki will then gather the results and review them with Chair Ott and Vice Chair Lyon, and provide

feedback back to the CBID Board no later than April. It was agreed that administrators to also complete the form and provide their feedback. The Board also discussed a future agenda item whereby a survey would be created to solicit feedback on the performance of the CBID organization.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 3 local fund applications, 1 of which required CBID Board approval due to the funding amount.

VLOB: A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve the Tourist-Oriented Directional Signage for \$7,097.06. With no further discussion, the \$7,097.06 was approved by a unanimous voice vote of the Advisory Board.

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 implementing a motorcycle friendly approach, which may lead to the creation of a motorcycle rally in the future. They also met with All-Out Events to discuss opportunities with the Morro Bay Triathlon. The CBID Board agreed that the motorcycle friendly integration should be pursued further by the Marketing Committee, and the Events Committee should focus solely on the event details.

Business/Presentations: Christopher King was ill and unable to attend, this he will be rescheduled for February's meeting.

Future Agenda Items:

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

- Lodging Stats to Constituents – Process and Logistics
- Photo shoot slide show
- Airport presentation
- 89 vs. 94 BID and Proposition 26
- Savor Sponsorship discussion
- 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 1:53p.m.



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

Special Board Meeting Minutes

February 20, 2014

9:00 a.m.

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

DRAFT UNTIL APPROVED

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

Absent: Laila Kollmann

County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Guests: Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm)

Call to Order by Chair Marjorie Ott at 9:07 a.m.

Public Comment: Nikki Schmidt confirmed that all board members will receive an email from the County with instructions for the Form 700, due by April 1, 2014.

Administrative Items:

Chair Ott reminded the Board that the next CBID Advisory Board meetings will be held: 3/26.

Business (action items):

- Booking Engine Research Discussion

CAO Cuming confirmed information received from Carl Ribaud. CAO Cuming also reached out to VisitCA, and it was determined that little or no current research exists to show the benefits of booking engines on DMO sites.

- Other BIDs with Booking Engine Capabilities

Mike Hanchett noted that Monterey uses aRes OTA and Cambria is about to launch JackRabbit, which is also used by Pismo Beach, Morro Bay and Visit SLO County. Lori Keller noted that many DMOs are challenged with providing website referrals versus branding.

Rick Turton and John Sorgenfrei shared public stats for both Morro Bay and Pismo Beach, including lodging referrals from their website. Rick also provided a recap of the booking/referrals systems being used by local and competitive DMOs.

- Booking Engine Presentations

aRes: CAO Cuming read aloud an email received from aRes providing an explanation of why they selected to drop out of the RFP process.

Zeppelin: Chad McNeill provided his presentation for Helium, a booking engine platform developed by Zeppelin.

Jack Rabbit: Steve Meads provided his presentation for Jack Rabbit.

The following questions were asked of both firms:

1. With most DMO's not pursuing a booking engine on their website, what information can you provide that supports the CBID's interest in placing a booking engine on WCC.com.
2. How do you see your booking engine being integrated on to each of our local fund board sites?
3. Please provide specific detail on how your platform will integrate the 400+ vacation rental properties that are part of WCC.com.
4. Please provide an example of how your engine can present and transact a dynamic package of lodging + transportation, an activity, tour, attraction?
5. What experience does your organization have interfacing with search engine booking engines (i.e. Bing Travel) and pulling the most current rates/availability of participating properties?

Future Agenda Items:

CAO Cuming notes that the decision on a booking engine is on the 2/26 agenda, and will be discussed at that meeting.

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

- Explore Intent to Book functionality

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 11:44 a.m.



**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

DRAFT UNTIL APPROVED

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 Wed 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.



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SAN LUIS OBISPO COUNTY

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

Special Board Meeting Minutes

March 10, 2014

1:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent: County Liaison: Nikki Schmidt

Guests: Mark Elterman, John Sorgenfrei, Rick Turton and Kaci Knighton (Core Marketing Firm)

Call to Order by Chair Marjorie Ott at 1:06 p.m.

Public Comment: None

Administrative Items: None

Business (action items):

- Strategy/Topic Discussion

Recap Past Results and Marketing Strategy Evolution (CMT): The Core Marketing Team (CMT) provided a year-in-review presentation recapping on-line and social media results.* CAO Cuming provided a TOT recap, showing a 17.5% increase from FY 2009/2010 to 2011/2012, and an additional 7.6% increase from FY 2011/2012 to 2012/2013.

The Advisory Board discussed at length our strategic imperatives and how we can measure our gains to determine what is acceptable for the investment. The Board asked that CAO Cuming re-send the Countywide branding research completed by Carl Ribaud.

The group discussed the implications of the WineCoastCountry brand and talked about length about a more direct connection to the Highway 1 Discovery Route and evolving the CoastalDiscoveryRoute.com. As it occurred, it would be a natural next step to create itineraries for all regions that would encourage multi-day stays and return visits.

There needs to be a focus on local augmentation to build-out more local based content. For instance, creating discovery routes at the local level.

The importance of Key Performance Indicators (KPI) was discussed, and how the CBID can better support each destination, and consider education/tools as one of the main pillars of what we provide to our local areas. The board agreed that we must continue to evolve our role among the 7 local fund boards.

As the CBID evolves, we must be more focused, with very clear goals aligned with strategies and performance indicators that can be tracked.

Each board member was asked to complete 3 questions regarding marketing strategies and operational priorities.

With this direction, a Marketing Plan Strategic Overview will be provided to the board at the April meeting.

*Note: for a complete recap of year-end results, please refer to the 2013 Year-End report which will be available by May 13, 2014.

Adjournment:

A motion was made by Shirley Lyon, seconded by Mike Hanchett to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 3:15 p.m.



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

Board Meeting Minutes

April 30, 2014

12:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent:

Guests: Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm) Diane Strachan (Positive Futures). Jolie Cazier (Visit SLO County/Sunset Savor).

Call to Order by Chair Marjorie Ott at 12:05 p.m.

Public Comment: Chair Marjorie Ott shared an email provided by Victoria Moreno regarding the CCSD's decision to view vacation rentals as businesses versus homes. Shirley Lyon comments that this same situation arose in Cayucos and this area successful petitioned so that the change did not occur. Shirley offered to provide guidance to Cambria as needed.

Laila Kollmann thanked the CBID Advisory Board for the matching funds provided to the Sea Glass Festival, and feels that these types of activities "are putting CA on the map in a quality way".

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Mike Hanchett to approve minutes for 2/20, 2/26 and 3/10, 2013. 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. The Contingency totals \$132,538, plus the unused monies for Weather Station/Web Cam of \$10,800.

- 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 draft Management District Plan. CAO Cuming also confirmed that the CBID won a Bronze Addy Award for their Discovery Route and Stewardship programs.

- Upcoming Events

The next CBID Advisory Board meetings will be held: 5/28 and June 18th (3rd Wednesday).

The CBID Ordinance Renewal and public hearing is scheduled for May 13. Nikki Schmidt noted that the notices and resolution were mailed and the ad will appear in the Tribune on 5/1.

CAO Cuming also confirmed the upcoming VSLOC celebration of Travel/Tourism Month on 5/1 at 5:30pm.

Business (action items):

- Strategy/Topic Discussion

Process to Solicit What Local Funds want to see from the CBID: CAO Cuming provided a draft of the Local Fund Input form. The board provided their feedback, and CAO Cuming will update the form and submit to the local fund administrators and request they be completed at the May local board meetings, with a final deadline of 5/30.

- Core Marketing Team Report & Stewardship Traveler Program

2014 2015 Planning: John Sorgenfrei and Mark Elterman confirmed they will review 1) 10 Destination visual identify 2) Interactive approach 3) top down and bottom up branding approach and 4) evaluation and collaboration. The Marketing Plan Outline was presented, which included 3 goals for 2014 2015:

1. Evolve the brand to focus on the Highway 1 Coastal Discovery Route
2. Increase overnight stays/length of stay by promoting multi-day experiential itineraries
3. Create marketing efficiencies in all regions by providing specific tools and assets that the local areas can use in their efforts to promote their region (video, photos, discovery loops, enhanced STAY profiles, content, co-op media opportunities, etc)

Rick Turton presented the website re-skin and reviewed the updated technology and content formatting applied to the re-skinned site. Lori Keller noted that we need to avoid confusion to representing a "new" Highway 1 messaging and asked how we will coordinate with Visit CA and CCTC.

CAO Cuming confirmed that an evaluation form will be emailed to the Advisory Board, and they will be asked to submit their input on the performance of the CMT.

Stewardship Traveler Program Scope of Services: Di Strachan reviewed the Scope of Services document for the continuation of her services for another year. Nikki Schmidt noted that a results document will need to be provided.

A motion was made by Shirley Lyon, seconded by Matt Masia to recommend that the County approval the annual scope for Positive Futures totaling \$25,000. With no further discussion, the \$25,000 was approved by a unanimous voice vote of the Advisory Board.

- FY 2013 2014 and FY 2014 2015

Draft Budget: CAO Cuming reviewed the draft budget for 2014 2015. Matt Masia commented that he feels we need more money attributed to journalist hosting. Mike Hanchett commented that he would like to see \$50,000 remain in Event Focus and have the other \$50,000 moved into Contingency. A final version of the CBID General Budget will be presented at the May board meeting for approval.

US Airways Coop: CAO Cuming confirmed that San Simeon, Cayucos, Los Osos, Avila Beach and Oceano/Nipomo have all approved funding pages in the September special feature. Cambria has declined participation, and Edna Valley/AG Valley has not yet met to discuss. 9 pages have been confirmed through the local fund areas. The CBID board did agree that US Airways could provide a wine coop page for small space tasting room ads.

A motion was made by Mike Hanchett, seconded by Lori Keller to approve 4 pages for the WCC content totaling \$14,800. With no further discussion, the \$14,800 was approved by a unanimous voice vote of the Advisory Board.

VSLOC Sunset Savor: CAO Cuming provided a recap of Savor sponsorship opportunities, including the VIP Reception at Hearst Castle (\$40,000) and the Central Coast Pavilion sponsorship (\$20,000). CAO Cuming confirmed that the current 2013 2014 budget has \$85,000 budgeted for Savor, which includes these two sponsorships. The board did note that in 2015 they may consider sponsoring something other than the Hearst Castle event. CAO Cuming discussed the first right of refusal for the \$5,000 Buick getaway giveaway, and the board confirmed they did not want to pursue with Buick, however, they do want to offer a vacation getaway promotion tied to Savor.

A motion was made by John King, seconded by Shirley Lyon to contract with Sunset Savor for the Hearst Castle and CC Pavilion totaling \$60,000. With no further discussion, the \$60,000 was approved by a unanimous voice vote of the Advisory Board

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 9 local fund applications, 4 of which required CBID Board approval due to the funding amount.

ABTA: A motion was made by Mike Hanchett, and seconded by Lori Keller, to approve the TJA marketing contract for \$130,200 annually. With no further discussion, the \$130,200 was approved by a unanimous voice vote of the Advisory Board.

VAC: A motion was made by Laila Kollmann, and seconded by Mike Hanchett, to approve the Savor Abalone Adventure Tour sponsorship for \$6,000. With no further discussion, the \$6,000 was approved by a unanimous voice vote of the Advisory Board.

VAC: A motion was made by Mike Hanchett, and seconded by Shirley Lyon, to approve the US Airways coop for 2 pages totaling \$7,400. With no further discussion, the \$7,400 was approved by a unanimous voice vote of the Advisory Board.

SSTA: A motion was made by Matt Masia, and seconded by Lori Keller, to approve the US Airways coop for 2 pages totaling \$7,400. With no further discussion, the \$7,400 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: None were submitted.

Marketing & Events Committee Reports:

CAO Cuming reviewed the Marketing Committee report. It was noted that TOT was up 29.5% year over year in January and February, which continues to point to the success of Coastal Discovery and Stewardship Month.

John King confirmed that to date Karin Moss has been unable to secure the interest of Indian/Polaris to sponsor a motorcycle event and recommended that we not pursue this further as this time. The Advisory Board agreed.

Business/Presentations: Jolie Cazier presented information about the Sunset Savor the Central Coast Hearst Castle VIP Evening event and the Central Coast Pavilion. Chair Marjorie Ott requested there be a stronger "community" presence and better signage in the CC Pavilion. Mike Hanchett noted that integrating the History of Highway 1 would be interesting, and Lori Keller noted we should utilize the Discovery Route video. Shirley Lyon suggested a passport idea. John King asked if a promoter would be involved in the future to help manage Savor. CAO Cuming confirmed the input will be incorporated, and a summary of the CBID's sponsorship with Savor will be shared with the local fund boards in their May meetings.

Future Agenda Items:

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

- Visit SLO County Member Value Program and Countywide BID – slated for May meeting
- Lodging Stats to Constituents – Process and Logistics
- Photo shoot slide show

Adjournment:

A motion was made by Matt Masia, seconded by Mike Hanchett to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 3:37 p.m.



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

Board Meeting Minutes

May 28, 2014

12:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent: Note: John King had to leave the meeting at 1:50pm.

Guests: Mark Elterman, John Sorgenfrei, and Rick Turton (Core Marketing Firm). Stacie Jacob and Paul Sloan (Visit SLO County).

Call to Order by Chair Marjorie Ott at 12:06 p.m.

Public Comment: None

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Shirley Lyon to approve minutes for 4/30. 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, confirmed the ordinance renewal protest percentage at 2.047% and provided a Visit SLO County stats.

- Upcoming Events

The next CBID Advisory Board meetings will be held: June 18 (3rd Wednesday) and July 23.

Business (action items):

- Strategy/Topic Discussion

CAO Performance Evaluation: Chair Ott reviewed the overall input from local fund board members and CBID Advisory Board member, and noted that the average score was 4.37 out of 5. The rating chart and all feedback was provided to the Board members. Chair Ott also noted that Civitas is conducting a survey of TBIDs throughout CA and that this information will be brought back to the board in July for review. Nikki Schmidt was asked to communicate the final evaluation results with the local fund boards.

CAO Cuming thanked the board for their ongoing commitment and appreciated the time dedicated to providing the feedback to learn and grow. Two areas of improvement CAO Cuming highlighted were Job Knowledge and Leadership, summarized below:

Job Knowledge

- Focus on understanding lodging industry at a greater depth
- Gain additional marketing and strategy skills

Leadership

- Evolve leadership skills
- Provide viewpoint only when requested
- Be a factual provider/resource and remove personal opinion
- Even representation across all factions
- Receive all perspectives openly

In conclusion, CAO Cuming acknowledged that she appreciates that the board members treat her as a colleague, and going forward she will more clearly demonstrate the understanding that CAO Cuming has an administrative role, and is not a voting board member.

- Core Marketing Team Report & Stewardship Traveler Program

2014 2015 Planning Draft Marketing Plan, Scope and Budget: John Sorgenfrei and Mark Elterman reviewed the draft plan and budget. CAO Cuming confirmed the timing to receive board and local area input form feedback by June 6, Collaboration meeting with VSLOC on June 10 with final plan approval by June 18. Matt Masia noted that we need to focus on pushing out efforts through the local funds.

The board also discussed the overall CBID budget. Mike Hanchett noted that he would like to have the Event Focus line item taken down to \$25,000 and have these monies placed within contingency. His goal was to make sure we didn't earmark monies that then went unused during the budget year. CAO Cuming confirmed that the CBID Advisory Board will be asked to approve the final budget at the June board meeting.

Evaluation of Services: Chair Ott confirmed that all board members submitted input and asked the CMT to provide their comments back to Marjorie Ott and Shirley Lyon, to be reviewed at the Marketing Committee meeting in June. This item will then be placed on the June CBID Advisory Board agenda to discuss how the CMT will address areas of improvement.

Stewardship Traveler Program Results Recap: CAO Cuming reviewed the 2-Year Outcome Report which summarized accomplishments within the Stewardship program. CAO Cuming also confirmed a renewed relationship with the Monterey Bay National Marine Sanctuary to share

assets and further develop Coastal Discovery & Stewardship Month. The MBNMS shared their connection with the Stewardship program will all sanctuaries across the US.

Site Re-skin: Rick Turton reviewed details of the website reskin. John King noted that he owns the URL BikeVentures.com and Rick confirmed that WCC owns BikeHighway1.com. Mike Hanchett noted that this ties nicely with the motorcycle touring audience as well.

The board discussed further the inclusion of all regional copy for PLAY, EVENT and EAT. It was decided to prioritize the 10 CBID regional copy first, and then show all other regions under one category entitled "Other Regions".

- FY 2013 2014 and FY 2014 2015

Scope of Services Cheryl Rowe and Allison Palm: CAO Cuming reviewed the scope of services for both Cheryl Rowe and Allison Palm.

A motion was made by Shirley Lyon, and seconded by Mike Hanchett to approve the annual scope for Cheryl Rowe totaling \$13,000. With no further discussion, the \$13,000 was approved by a unanimous voice vote of the Advisory Board.

A motion was made by Shirley Lyon, and seconded by Laila Kollman to approve the annual scope for Allison Palm totaling \$7,200. With no further discussion, the \$7,200 was approved by a unanimous voice vote of the Advisory Board.

Map Reprint Funding: Mark Elterman provided an explanation on why the Highway 1 Discovery Route map had to be reprinted. Two type-os were found on the cover. Mark noted that it had been reviewed by many including CAO Cuming, Cheryl Rowe, Di Strachan, and several members of the CMT, including a professional proofer. Laila Kollman and Mike Hanchett both noted that the CMT must accept some responsibility to help pay the \$7,728.88 reprint invoice. Chair Ott instructed Mark to review with his team and provide their concession at the June Marketing Committee meeting, which will then be brought to the June CBID Advisory meeting.

VSLOC Member Value Program Funding Approval: The board confirmed that member benefits and details provided in Stacie Jacob's presentation. It was confirmed that CAO Cuming would provide an updated constituent list so a final count can be confirmed.

A motion was made by John King, seconded by Lori Keller to fund the VSLOC Member Value Program for FY 2014 2015 totaling up to \$44,000. It was noted that the CBID Advisory Board would consider an additional 6 months of funding in FY 2015 2016 dependent upon the progress of the Countywide TMD. With no further discussion, the \$44,000 was approved by a unanimous voice vote of the Advisory Board.

Countrywide Tourism Marketing District (TMD): During Stacie Jacob's presentation she did confirm verbal support provided by Paso TBID, Pismo Beach CVB and LBID, Atascadero TBID, and Arroyo Grande TBID, with Morro Bay, unincorporated County and San Luis Obispo still unknown. Following Stacie Jacob's update regarding the status of the TMD the board discussed at length their support of this effort. John King did note that the local areas are looking to the CBID for leadership on this topic, and congratulated Stacie and her staff's efforts to date. Matt Masia shared his concerns that certain local areas appear opposed to a countywide TBID, and that local area support is very important, including a message on how we will decrease duplication. Shirley Lyon commented on her concern about duplication of effort and also noted that the inclusion of a greater network of vacation rentals would provide a noticeable impact.

Laila Kollman encouraged the CBID Advisory board to communicate their position soon. Lori Keller noted that she had confirmed that the regional GM of Pacifica did communicate their support.

A motion was made by Lori Keller, and seconded by John King to state that the unincorporated County BID Advisory Board supports the merits of a countywide Tourism Marketing District (TMD), and encourages a reduction in the duplication of efforts to allow for an increase in the effective use of local fund TBID monies, and a greater outreach from VSLOC to promote SLO County overall. With no further discussion, the support of the TMD was approved by a majority voice vote the CBID Advisory Board with 4 yes and 3 abstain.

CBID Advisory Board Officers: Chair Ott confirmed that the CBID officer's terms will expire on June 30, 2014. A slate was recommended and approved as follows:

A motion was made by Matt Masia, and seconded by Mike Hanchett to confirm Shirley Lyon as the CBID Advisory Board Chair. With no further discussion, Shirley Lyon was approved as Chair by a unanimous voice vote of the Advisory Board.

A motion was made by Matt Masia, and seconded by Lori Keller to confirm Laila Kollman as the CBID Advisory Board Vice Chair. With no further discussion, Laila Kollman was approved as Vice Chair by a unanimous voice vote of the Advisory Board.

A motion was made by Mike Hanchett, and seconded by Matt Masia to confirm Lori Keller as the CBID Advisory Board Secretary. With no further discussion, Lori Keller was approved as Secretary by a unanimous voice vote of the Advisory Board.

- Local Fund and Matching Fund Approvals

Local Fund Application

CAO Cuming reviewed 5 local fund applications, 2 of which required CBID Board approval due to the funding amount.

ABTA: A motion was made by Shirley Lyon, and seconded by Lori Keller, to approve the Harvest Celebration sponsorship totaling \$10,000. With no further discussion, the \$10,000 was approved by a unanimous voice vote of the Advisory Board.

SSTA: A motion was made by Laila Kollman, and seconded by Mike Hanchett, to approve the 10% matching funds for the Gateway signage totaling a NTE of \$11,000. With no further discussion, the \$11,000 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application

None were submitted.

Marketing & Events Committee Reports

CAO Cuming reviewed the Marketing Committee report. The local presence at Sunset Savor was addressed during Stacie Jacob's presentation.

Collaboration Committee: Chair Ott discussed the idea to form a Collaboration Committee to work directly with partners like VSLOC, VisitCA and CCTC, and the local fund area. The board agreed, and Chair Ott asked for volunteers. Lori Keller, Shirley Lyon and Matt Masia confirmed their interest. The first meeting of the Collaboration Committee will occur on June 10th with VSLOC.

Business/Presentations

Stacie Jacob provided an overview of the VSLOC Member Value Program. Stacie also provide an update on the Countywide Tourism Marketing District process. Stacie noted that 13.27% average bed tax and TBID assessment collection figure across 40 communities throughout CA. The final plans for 10 regional representation in the Savor Central Coast Pavilion was also reviewed to confirm we are focused on making each community more visible.

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 Laila Kollmann to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 2:47 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. CAO: Cheryl Cuming.

Absent: Laila Kollmann, County Liaison: Nikki Schmidt

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 in 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 measureable. 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.



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

Board Meeting Minutes

July 23, 2014

12:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent: Mike Hanchett

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

Call to Order by Chair Shirley Lyon at 12:03 p.m.

Public Comment: None

Administrative Items:

- Consent Agenda

It was noted that Nikki Schmidt was absent from the June meeting. A motion was made by Matt Masia, seconded by Marjorie Ott to approve minutes for 6/18. 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 local fund financials.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights. Lori Keller provided a recap of the 2014 Cal Travel conference.

- Upcoming Events

The next CBID Advisory Board meetings will be held: August 27 and September 17 (due to Savor).

Business (action items):

- Strategy/Topic Discussion

Criteria for County Tourism Funding from TOT: Marjorie Ott recapped a meeting with Dan Buckshi and Nikki Schmidt, which also included Mike Hanchett, Shirley Lyon, and Cheryl Cuming. The County's ongoing support of tourism efforts through General fund monies was discussed in light of the VSLOC possible formation of a Tourism Marketing District and the \$326,000 currently funded by the County. Chair Ott reminded the County that CBID funds are not to be used to supplement funds that support tourism, and the possibility was discussed to utilize these general fund monies to support programs in the incorporated areas for projects that may fall outside of the CBID defined goal (heads in beds), however, could still be considered beautification and/or tourism infrastructure projects (main street planters, signage, etc.). Other ideas mentioned was the Cayucos beach walk expansion and additional bicycle lanes. At the conclusion of the meeting, Dan Buckshi requested that the CBID provide a list of potential projects where these monies are needed.

Shared Services Approach: CAO Cuming asked for additional clarity as the CBID begins to implement Goal 3 to offer more assets and support to the local fund areas. Marjorie Ott reiterated that any opportunity must be provided to all local areas, and Chair Lyon noted that this approach will allow us to deepen our ability to serve. John Sorgenfrei suggested an annual meeting whereby all local areas would be invited, and the board agreed these details could be discussed at the Collaboration Committee. CAO Cuming will work with our CMT to develop a process for sharing these assets, which will include e-blast content submission, local loop development, photo library, social media engagement collaboration and more.

- FY 2014 2015

Core Marketing Team (CMT) – Brand Clarity and Key Message Development: John Sorgenfrei and Mark Elterman provided a presentation on how to evolve our regional brand WineCoastCountry, and reiterated that our WCC logo and website will need to evolve to embrace the brand hierarchy.

CMT – Website re-launch and Itineraries/Themed Activities Criteria: Rick Turton presented the website re-skin and reviewed the functionality for the Tours/Itineraries section. John Sorgenfrei reviewed the criteria for the themed activities and the Board confirmed 3 should be shown for each region under each itinerary category. This content will be added prior to the website launch. Board approved to launch the website with recommended updates.

Stewardship Traveler Program: CAO Cuming confirmed that Di Strachan's interview on NPR is airing regionally and is also linked on the NPR website. Di has also added 2 new activities – Covell Clydesdale Ranch and the Apple Festival.

- CAO Contract

The CBID Advisory Board asked that the Executive Committee provide a recommendation at the August meeting. Nikki Schmidt recommended they review comparable jobs in the County, and Marjorie Ott suggested that the Exec Committee review SLO, Paso, Pismo and VSLOC salaries, including benefits.

- Local Fund and Matching Fund Approvals

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

CTB: A motion was made by John King, and seconded by Marjorie Ott to approve the Monument Sign Chamber of Commerce Matching Funds totaling \$5,000. With no further discussion, the \$5,000 was approved by a unanimous voice vote of the Advisory Board.

CTB: A motion was made by Marjorie Ott, and seconded by Laila Kollmann, to approve the Cambria Historical Society Harvest Festival sponsorship totaling \$4,830. With no further discussion, the \$4,830 was approved by a unanimous voice vote of the Advisory Board.

ABTA: A motion was made by Matt Masia, and seconded by Laila Kollmann, to approve \$15,000 for the Administrative Services annual contract. With no further discussion, the \$15,000 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: none submitted.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: CAO Cuming reviewed the Collaboration Committee recap, and confirmed the 4 specific tasks the CBID is collaborating with VSLOC.

Event Committee: John King requested that the board hear a presentation from the Pismo Preserve.

Business/Presentations

Future Agenda Items

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

- Fall Campaign (August)
- Coastal Discovery & Stewardship Month (August)
- Presentation about Pismo Preserve (August/September)
- Intention and Interest Measurement Tool

Adjournment

A motion was made by Matt Masia, seconded by John King to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 2 p.m.



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

Board Meeting Minutes

August 27, 2014

12:00 p.m.

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

DRAFT UNTIL APPROVED

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

Absent: Shirley Lyon

Guests: Mark Elterman and Rick Turton (Core Marketing Firm).

Note: John King left the meeting at 1:26pm.

Call to Order by Vice Chair Laila Kollmann at 12:02 p.m., and noted that the CAO Contact item will be moved to the September agenda.

Public Comment: Chuck Davison, Visit SLO County, introduced himself, and provided an update on the countywide Tourism Marketing District.

Administrative Items:

- Consent Agenda

A motion was made by Marjorie Ott, seconded by Lori Keller to approve minutes for 7/23. 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 the contingency amount of \$144,189 on the budget to actual, and also reviewed the local fund financials.

- Administrator's Report and Partner Update

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

- Upcoming Events

The next CBID Advisory Board meetings will be held: September 17. CAO Cuming also confirmed upcoming dates for Savor, and confirmed that Hearst Castle tickets have sold 367 out of 650.

Business (action items):

- Strategy/Topic Discussion

Brand Evolution and Key Message Development: Mark Elterman reviewed in detail the hand-out provided within the board packet. Matt Masia asked how important our brand/logo becomes as on-line continues to grow in popularity. Lori Keller requested that a creative brief be provided to the Marketing Committee to confirm direction is clear and concise. It was agreed that the mark/logo will be developed over the next 60 days, and that monies will be utilized from the remaining itinerary monies (project cost totals \$5,000).

- FY 2014 2015

Core Marketing Team (CMT) – Fall Campaign: Mark Elterman presented overall plan for Fall 2014 beginning in October. The overall campaign timing was reviewed for Fall, Winter and Spring 2014 2015, and Mark shared details regarding the ADARA media strategy. The board discussed possible creative headlines, and two were confirmed for testing. Lori Keller noted that ADARA should focus on CA and not nationally, and John King reiterated that the CBID should continue to look at an event focus as an important element for planning. Rick Turton confirmed the recent successes with the website re-launch, and the UV numbers on the Destination pages have increased dramatically.

Core Marketing Team (CMT) – H1DR Travel Show Concept: Mark Elterman reviewed a 1-page overview of the proposed Highway 1 Discovery Show concept targeting the first episode in January 2015. Mike Hanchett noted that he will have an in-room opportunity to show the videos to guests. Marjorie Ott asked about funding and Mark confirmed that this approach is currently planned within the 2014 2015 budget. The board asked that the CMT review in more detail the uses for these shows with the Marketing Committee. Overall, the board agreed this idea was worth pursuing.

Stewardship Traveler Program: CAO Cuming reviewed the activity status for Coastal Discovery and Stewardship month. The board expressed their interest in having materials available in October for the lodging property to send/give to guests. The CMT/CAO Cuming will confirm materials needs and delivery dates with the Marketing Committee at the September meeting.

- Funding Discussion and Approval

Visit SLO County Member Value Funding: CAO Cuming confirmed that Cheryl Rowe reassessed the current active vacation rental constituents, and the total fell below 400, and thus the member funding for 2014 2015 will not increase by \$6,000. The CBID Advisory Board approved amount of \$44,000 (motioned in the August meeting) is accurate, and no additional action is needed.

Packets delivered to each lodging property: The CMT provided a recap to print and deliver packets of H1DR maps to all lodging properties. The Board requested that Coastal Discovery and Stewardship month materials also be included in this packet and delivered to all properties in October. Materials created for Coastal Discovery & Stewardship month will be budgeted under

the monies flagged for this promotion (\$10,000 in 2014 2015 budget). A motion was made by Matt Masia, and seconded by John King to approve \$7,867.01 to print additional maps, and deliver packets. With no further discussion, these funds were approved by a unanimous voice vote of the Advisory Board.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 2 local fund applications, 1 of which required CBID Board approval due to the funding amount.

CTB: A motion was made by Matt Masia, and seconded by Marjorie Ott to approve the TripAdvisor Community page annual contract totaling \$16,500. With no further discussion, the \$16,500 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: none submitted.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report. The board asked that CAO Cuming reach out to local fund boards and VSLOC to get further promotional support of the \$5,000 getaway.

Collaboration Committee: CAO Cuming reviewed the Collaboration Committee recap, and the Shared Asset roll-out plan.

Event Committee: no meeting took place in August.

Business/Presentations

Future Agenda Items

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

- Presentation about Pismo Preserve (August/September)
- Photo and Sharing Process (September)
- Intention and Interest Measurement Tool

Adjournment

A motion was made by Lori Keller, seconded by Matt Masia to adjourn the meeting. On unanimous voice vote, the meeting was adjourned at 1:50p.m.



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

Board Meeting Minutes

September 17, 2014

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, Lori Keller, Matt Masia, Marjorie Ott, and Mike Hanchett. County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Absent: John King

Guests: Mark Elterman, John Sorgenfrei, and Bill Stansfield (Core Marketing Firm).

Note: Lori Keller left the meeting at 2:40pm.

Call to Order by Chair Shirley Lyon at 12:03 p.m., and noted that the CAO Contract discussion will be moved to the end of the agenda.

Public Comment: Cheryl Cuming announced that she will be the 2015 Chair of the SLO Chamber board.

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Mike Hanchett to approve minutes for 8/23. 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.

- Administrator's Report and Partner Update

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

- Upcoming Events

The next CBID Advisory Board meetings will be held: October 22. A reminder that the HC VIP Reception for Savor is 9/28.

Business (action items):

- Strategy/Topic Discussion (discussed at the end of the meeting)

CAO Contract: Following their discussion, the CBID Advisory Board agreed that the CAO shall receive a Cost of Living Adjustment retroactive back to January 2014, and at each January date for the length of the current contract. It was also agreed to reimburse for mileage beginning at the CAO's home office, retroactive back to January 2014. Furthermore, any event tickets that must be purchased so that the CAO can attend on behalf of the CBID, shall be reimbursed.

- FY 2014 2015

Policy – Journalist Hosting Policy: CAO Cuming reviewed the current process and the discussion between our organization and the County. Mark Elterman reviewed the recommended structure, which would avoid missed journalist opportunities due to timing issues. Mike Hanchett suggested a flat fee consideration, so that our CMT and CAO could expedite the process. Laila Kollmann, Lori Keller and Nikki Schmidt asked additional clarifying questions.

A motion was made by Laila Kollman to adopt the recommended policy, and utilize a gift certificate system. This motion was not seconded.

An amended motion was made by Laila Kollmann to adopt the policy as recommended, and invoice a flat monthly fee of \$2,000 that will remain within the approved Journalist Hosting annual budget of \$24,000. This motion was seconded by Matt Masia. Mike Hanchett ask if an interim step should be taken with gift certificates and the board agreed that was not needed. With no further discussion, the updated journalist hosting policy was approved by a unanimous voice vote of the Advisory Board.

Policy – Conflict of Interest/Form 700: Nikki Schmidt confirmed that a Conflict of Interest/Form 700 is required from each Board member in April of each year. Nikki asked if the Board would prefer to add the CAO. Laila Kollmann agreed the CAO should be added, and Nikki Schmidt agreed that this addition would be prudent. Marjorie Ott noted that the current CAO contract does have CofI language.

A motion was made by Laila Kollmann, and seconded by Marjorie Ott to request the current CofI resolution be updated requiring the CAO to complete Form 700. With no further discussion, this action was approved by a unanimous voice vote of the Advisory Board.

Core Marketing Team (CMT) – Project Updates: Mark Elterman confirmed that the CAH1DR logo brief was included in the board packet. Lori Keller requested that final logos be provided at the November 18th CBID Advisory Board meeting.

Bill Stansfield reviewed the photo library, noting that over 800 shots were taken. It was confirmed that we have negotiated unlimited usage rights. Mark Elterman confirmed that instructions will be created to share with the local fund areas in October. Mike Hanchett asked about liability if a photo is used with limited rights. CAO Cuming recommended a simple system so that our constituents can access easily and use without many restrictions, however, a log-in will be required. Stakeholders would need to request usage through the CAO.

John Sorgenfrei reviewed the CA Highway 1 Discovery Route Travel Show concept, discussing next steps and distribution channels. The board agreed that the details should be reviewed at the Marketing Committee level and a final green light will be provided at the October CBID Advisory Board meeting.

Stewardship Traveler Program: CAO Cuming provided an update on activity formation for Coastal Discovery and Stewardship month.

- Funding Discussion and Approval

Central Coast Tourism Commission Annual Membership: Chair Shirley Lyon reviewed the board packet attachment and asked for a motion. A motion was made by Marjorie Ott, and seconded by Matt Masia to approve the \$850 annual membership in CCTC, funds which will come from the CBID Contingency budget. With no further discussion, the funding of the annual CCTC membership was approved by a unanimous voice vote of the Advisory Board.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 1 local fund application(s), none of which required CBID Board approval due to the funding amount.

Matching Fund Application: none submitted.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: CAO Cuming reviewed the Collaboration Committee recap.

Event Committee: no meeting took place in August.

Closing Comments: Marjorie Ott confirmed that Cambria has decided to move ahead with a 5 member board for the time being.

Business/Presentations

Wende David, Director of Development for the Land Conservancy of SLO County presented details and plans around the Pismo Preserve. The Board did request that the CBID explore opportunities to create a Stewardship activity at the Preserve. CAO Cuming will introduce Di Strachan when she is in SLO in November.

Future Agenda Items

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

- Di Strachan ~ Stewardship new priorities, idea and successes
- CMT Quarterly Report

Adjournment

The meeting was adjourned at 3:16p.m.



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

Board Meeting Minutes

October 22, 2014

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, Lori Keller, Matt Masia, and Marjorie Ott. County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Absent: John King, Mike Hanchett

Guests: Mark Elterman, John Sorgenfrei, and Bill Stansfield (Core Marketing Firm).

Call to Order by Chair Shirley Lyon at 12:05 p.m.

Public Comment: None

Administrative Items:

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller to approve minutes for 9/17. 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.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and shared that the 554 WCC enter to win stats at Savor represented 38% out of area. CAO Cuming confirmed that VSLOC will share SAVOR data and results at their November board meeting.

- Upcoming Events

The next CBID Advisory Board meetings will be held: November 19. A reminder that the December board meeting will be canceled. Other meeting reminders included 11/11 for the STP All Agency meeting, 11/17 for the STP planning session with the CBID MSC, 11/13 meeting with Dan Buckshi, 12/3 STP Ambassador meeting and 1/24/15 reception hosted by CBID at the Hearst Castle Theater.

DISCUSSION ITEMS

- Strategy/Topic Discussion (discussed at the end of the meeting)

All Agency Collaboration Recap: CAO Cuming provided the All Agency meeting agenda in the board packet, and provided a brief overview. With 18 attendees, CAO Cuming confirmed that the shared asset collaboration was successfully launched, and that agency attendees were interested in holding the next meeting in March 2015 based on FY planning.

- Core Marketing Team

CA Highway 1 Discovery Route Logo: Bill Stansfield and Mark Elterman provided 4 logo options, which had been narrowed down from several options presented to the CBID Marketing Committee. John Sorgenfrei confirmed that his recommendations are #1 and #2, and he is leaning towards #2. Past Chair Marjorie Ott commented that she doesn't like #4 and that her preference is #2. Shirley Lyon likes #1, and Nikki Schmidt stated that #3 doesn't "stick in her mind". Lori Keller mentioned that she was concerned with readability, and that the CMT should consider creating another version for use in the smaller size.

The CBID Advisory Board agreed to pursue the Steering Wheel design. The CMT will review color, readability and placement within ad creative. These explorations will be shared at the November Marketing Committee meeting, and based on input from that committee, logo finals will be presented at the November 19 CBID Advisory Board meeting.

CA Highway 1 Discovery Route Travel Show: CAO Cuming introduced with overall outcome, and reviewed the premise for the Travel Show. Mark Elterman took the board through an overview, including the outline of the 4 initial episodes:

Coastal Discovery and Stewardship (Jan)	Wine/Food/Craft Beer (March)
History, Art and Culture (April)	Outdoor Activities (May)

Matt Masia asked how each community can participate and Mark Elterman reviewed the 2 co-op approached outlined in the board packet materials. Nikki Schmidt asked is this show would be "owned" by the County, and the CMT confirmed that all rights are reserved so County ownership is negotiated within the contract.

The CBID Advisory Board agreed to proceed with the Travel Show project, which is currently budgeted within the FY 2014 2015. CAO Cuming confirmed that these details will be shared with the local fund boards in their November meetings.

Shared Asset Roll-Out: Mark Elterman logged into the new FLICKR photo library and confirmed that over 500 photos will be loaded over 10 regions. Login details will be shared with all constituents after 10/31/14. CAO Cuming confirmed that local areas are submitting their discovery loop information so the map project is well under way.

- Stewardship Travel Program

Coastal Discovery and Stewardship: Mark Elterman reviewed the outreach plan, and CAO Cuming confirmed that these details will be shared with the local fund boards in their November meetings.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: CAO Cuming reviewed the Collaboration Committee recap.

Event Committee: CAO Cuming confirmed that she connected with Mike Hanchett and John King regarding the Event Matching Funds submissions.

ACTION ITEMS

- Funding Discussion and Approval

Savor Central Coast Pavilion Overage: CAO Cuming confirmed the details regarding the overage invoiced by Jolie Cazier, and VSLOC.

A motion was made by Marjorie Ott, and seconded by Laila Kollman to approve the overage of \$1,421.99 for Savor, and to reflect this overage in the current Savor category on the financials to allow for budget planning for next year. With no further discussion, the \$1,421.99 was approved by a unanimous voice vote of the Advisory Board.

CAH1DR Trademark: Mark Elterman confirmed that he checked with a patent attorney regarding public domain and the usage of Highway 1 is not a concern. He did confirm that the CBID could register and file the mark.

A motion was made by Matt Masia, and seconded by Marjorie Ott to approve the \$2,000 trademark of CAH1DR logo from the contingency budget. Lori Keller expressed that she didn't feel it was worth spending the money to protect as she did not anticipate a problem. Marjorie Ott stated she felt it was worth pursuing the trademark. With no further discussion, the \$2,000 for logo trademark was approved by a majority voice vote of the Advisory Board. Lori Keller opposed.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 7 local fund application(s), 4 of which required CBID Board approval due to the funding amount.

The board reviewed the Avila Beach Amgen proposal and confirmed the sponsorship benefits. A motion was made by Laila Kollman, and seconded by Marjorie Ott to approve a NTE of \$25,000 from Avila Beach local fund for the Amgen 2015 sponsorship. With no further discussion, the NTE of \$25,000 was approved by a unanimous voice vote of the Advisory Board.

The board reviewed the Cayucos Sea Glass Festival application.

A motion was made by Marjorie Ott, and seconded by Lori Keller to approve the \$8,800 funding application from Cayucos local fund for the Sea Glass Festival sponsorship. With no further discussion, the \$8,800 was approved by a majority voice vote of the Advisory Board (see Matching Fund discussion detail below). Laila Kollman abstained.

The board reviewed the proposal from Paso Wine Alliance for the 1st annual BlendFest in February 2015. CAO Cuming confirmed that San Simeon's approval was contingent on the participation of Cambria and the CBID Event Matching Funds contribution.

A motion was made by Laila Kollman, and seconded by Marjorie Ott to approve the NTE amount of \$15,000 from San Simeon local fund for the Paso Wine Alliance BlendFest sponsorship. With no further discussion, the \$15,000 was approved by a unanimous voice vote of the Advisory Board (see Matching Fund discussion detail below).

The board reviewed the Oceano Nipomo Phase I marketing proposal from Mental Marketing/TJA. A motion was made by Laila Kollman, and seconded by Matt Masia to approve a NTE of \$20,000 for the period of 11/2014 through 5/2015 from Oceano Nipomo local fund for the Phase I Marketing. With no further discussion, the NTE of \$20,000 was approved by a unanimous voice vote of the Advisory Board.

Matching Fund Application: CAO Cuming reviewed 2 matching fund submission:

The board reviewed the \$4,400 Visitor Alliance of Cayucos (VAC) matching fund application for the Cayucos Sea Glass Festival. Laila Kollman noted that this was the second year that the VAC has submitted for matching funds for the Sea Glass Festival, and that the new addition of the Mermaid March met the event matching fund criteria, thus a request was submitted. Marjorie Ott noted that she would not support a third submission of the event next year.

A motion was made by Marjorie Ott, and seconded by Lori Keller to approve the \$4,400 matching fund requested from the VAC for the Sea Glass Festival. With no further discussion, the \$4,400 in matching funds were approved by a majority voice vote of the Advisory Board. Matt Masia opposed. Laila Kollman abstained.

The board reviewed the \$5,000 San Simeon Tourism Alliance (SSTA) matching fund request for the Paso Wine Alliance BlendFest. Again, CAO Cuming confirmed that San Simeon's approval was contingent on the participation of Cambria and the CBID Event Matching Funds contribution. A motion was made by Marjorie Ott, and seconded by Lori Keller to approve the \$5,000 matching fund requested from the SSTA for the BlendFest. With no further discussion, the \$5,000 in matching funds were approved by a majority voice vote of the Advisory Board. Matt Masia opposed.

Closing Comments: Nikki Schmidt reported on the VSLOC TMD progress, with 25 petitions. Nikki also noted that 646 lodging properties pay into the TOT out of 1,003 issued business license certificates. Marjorie Ott asked if Nikki was aware of the weighted percentage of petitions submitted thus far, and she did not have this figure.

Marjorie Ott commented that Cambria's 5-person Cambria Tourism Board is working well, and are moving forward as a cohesive group, and she has high hopes as the progress.

Business/Presentations – None given

Future Agenda Items

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

- Di Strachan ~ Stewardship new priorities, idea and successes
- CMT Quarterly Report

Adjournment

The meeting was adjourned at 2:10p.m.



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

Board Meeting Minutes

November 19, 2014

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, Lori Keller, Matt Masia, Mike Hanchett and Marjorie Ott. County Liaison: Nikki Schmidt. CAO: Cheryl Cuming.

Absent: John King

Guests: Mark Elterman, John Sorgenfrei, Kaci Knighton and Bill Stansfield (Core Marketing Firm), Di Strachan (Positive Futures).

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

Public Comment: Stacie Jacob and Chuck Davison updated the CBID Advisory Board on the status of the TMD, stating that Pismo Beach, San Luis Obispo and Paso Robles had confirmed. Morro Bay is scheduled for December 9, and Arroyo Grande and Atascadero will take place in January, with Grover Beach still to be determined. As the lead jurisdiction, the County confirmed the TMD had reached 53%, and considers the process closed. Shirley Lyon asked what percentage of weighted petitions had been submitted from the unincorporated, and Chuck Davison noted that 33% had been received as of October 22, 2014. The CBID Advisory Board requested that the County continue to count received petitions so that the unincorporated area has an up-to-date count. Stacie Jacob also noted the formation of a Transition Committee, and the board expressed interest to know more about this process as well.

Administrative Items:

- Consent Agenda

A motion was made by Marjorie Ott, seconded by Laila Kollmann to approve minutes for 10/22. 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. The current contingency amount totals \$143,339.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and shared the Savor report from VSLOC, confirming the interest of the VSLOC board to pursue a promoter. Laila Kollman suggested they ask ticket purchasers how many tickets are for out-of-area guests. A final decision on Savor 2015 will be discussed at the January VSLOC board meeting.

CAO Cuming confirmed that the Small Airport Conference added SLO County to the short list of April conference locations based on the fact that interested parties saw the CBID's September article in US Airways. It was confirmed that SLO County was confirmed as the location, with a projected 100+ attendees.

CAO Cuming stated that CCTC did agree to add a location cutline to the photo that will appear on the cover of the Original Road Trip map (distribution: 240,000).

- Upcoming Events

The next CBID Advisory Board meetings will be held: January 28. A reminder that the December board meeting will be canceled. Other meeting reminders included 12/3 STP Ambassador meeting and 1/24/15 reception hosted by CBID at the Hearst Castle Theater.

Note: Chair Shirley Lyon agreed to move up the Action Items section due to timing constraints of some attendees.

ACTION ITEMS

- Funding Discussions and Approvals

Evergreen Clause and CAO Contract: Nikki Schmidt confirmed that the COLA increase has been added to the CAO contract, retroactive to January 1, 2014. Nikki stated that Dan Buckshi confirmed that it could not be automatic each January due to the Evergreen Clause, and recommended an evaluation be within the annual process. Nikki suggested that the full evaluation could be done every other year, and a simplified version administered on the off years.

A motion was made by Mike Hanchett, and seconded by Marjorie Ott to accept the revised contract language. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

January 24 Hosted Event: CAO Cuming confirmed that the price per person would be \$25, and with the Stewardship budget balance of \$1,500 that confirmed attendance would be 60. The CBID Advisory Board agreed that if the total RSVP exceeded 60, that the adjusted budget amount would be addressed at the January 28th meeting, and that CAO Cuming would notify both the Chair and Vice Chair of the final count prior to 1/24/15. No motion was needed.

Savor CMT Overage: CAO Cuming provided an overview of the involvement from the CMT with Savor, including wall design costs. It was noted that the CBID Marketing Subcommittee encouraged the CMT to bring these overages forward to the CBID Advisory Board for discussion. Lori Keller asked that detailed estimates be provided and that each project contain a contingency, and that the CMT alert the CBID when overages occur. Lori also noted that the CMT should consider re-estimating if needed. The board did discuss whether budget overage

decisions could reside within the Marketing Subcommittee, and the CBID Advisory Board determined that any budget overage should continue to be brought to the full board.

A motion was made by Lori Keller, and seconded by Mike Hanchett to pay the \$750 Savor overage within the Savor budget line item. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Local Fund and Matching Fund Approvals

Local Fund Application: CAO Cuming reviewed 4 local fund application(s), 6 of which required CBID Board approval due to the funding amount.

The board reviewed the Paso BlendFest on the Coast proposal for Cambria, and CAO Cuming acknowledged that San Simeon's NTE sponsorship of \$15,000 was confirmed at the October CBID Advisory Board meeting. With Cambria's participation, and CBID Matching Fund approval, the total investment from San Simeon will now total \$5,000. A motion was made by Mike Hanchett, and seconded by Laila Kollman, to approve \$5,000 from Cambria local fund for the BlendFest 2015 sponsorship. With no further discussion, the \$5,000 was approved by a unanimous voice vote of the Advisory Board.

CAO Cuming provided information on the clean-up and beautification kit, along the associated expenses to host a Stewardship Cambria community meeting. A motion was made by Matt Masia, and seconded by Mike Hanchett, to approve \$6,000 from Cambria local fund. With no further discussion, the NTE of \$6,000 was approved by a unanimous voice vote of the Advisory Board

Marjorie Ott noted that Julia Mitchell is providing excellent service to the CTB as their managing assistant. The board did discuss the need to submit an evaluation for all local admins. A motion was made by Matt Masia, and seconded by Lori Keller, to approve NTE of \$45,000 from Cambria local fund for the annual managing assistant contract. With no further discussion, the NTE of \$45,000 was approved by a unanimous voice vote of the Advisory Board

CAO Cuming confirmed that Mental Marketing/TJA were approved to provide a PR/Blogger program for Los Osos/Baywood. A motion was made by Mike Hanchett, and seconded by Marjorie Ott, to approve \$5,050 from Los Osos/Baywood local fund for the PR/blogger program. With no further discussion, \$5,050 was approved by a unanimous voice vote of the Advisory Board

Matching Fund Application: none submitted.

DISCUSSION ITEMS

- Strategy/Topic Discussion

Unincorporated County Beautification and Infrastructure Grant Program: Chair Shirley Lyon asked Mike Hanchett to review the proposed "grant" program details of the meeting with Dan Buckshi, including Shirley Lyon, Marjorie Ott, Mike Hanchett and Cheryl Cuming. It was stated that Dan appears supportive of the idea. Nikki Schmidt stated that she met with Dan Buckshi several times in preparation for the meeting. Marjorie Ott confirmed that this puts focus on the unincorporated area needs and that monies could be apportioned based on the TOT contribution, and if unused, could be allocated back for other areas to request. Dan stated the County could consider an amount and grow from there. This program would be considered for

FY 2016 2017. Di Strachan added that the tension between communities and tourism could be addressed as these monies would create a community benefit through a sustainable tourism approach. Nikki Schmidt and CAO Cuming will reconvene to flush out the program.

- Core Marketing Team

Quarterly Review: Mark Elterman and John Sorgenfrei reviewed the report, which specified the percentage of budget spent towards each effort through Q1 FY 2014 2015. Kaci Knighton reviewed the Social Media stats, and Rick Turton the web stats.

CA Highway 1 Discovery Route Logo: Bill Stansfield provided a final logo design of the steering wheel approach, and noted that there is flexibility with the logo design to swap out the image within the steering wheel. Chair Shirley Lyon, Vice Chair Laila Kollmann and Marjorie Ott all shared their insights on the process with the Marketing Subcommittee and how they agreed that the design presented is the best option. Lori Keller noted that she would like to see more of a descriptor so you know “where you are at”. Both Mike Hanchett and Matt Masia were agreeable with the design.

Shared Asset Roll-Out: Mark Elterman reviewed blogger program included in board packet.

VSLOC Visitor Guide: John Sorgenfrei confirmed that the VSLOC Visitor Guide is being considered for the Spring media campaign.

- Stewardship Travel Program

Di Strachan: Di reviewed program progress, and discussed the outcomes of the 3-hour strategic visioning with the Marketing Subcommittee. Laila Kollmann noted that local understanding helps support messaging as visitors come, so local awareness will be added to the planning mix. Matt Masia asked that we explore how we can partner with other communities, including Pismo, Morro Bay, SLO and Paso.

- Committee Reports

Marketing Committee: CAO Cuming reviewed the Marketing Committee report.

Collaboration Committee: no meeting in November.

Event Committee: no meeting in November.

Closing Comments: Matt Masia asked how we represent the TMD to our constituents, and the board agreed this should be discussed further at the January board meeting. Mike Hanchett reiterated that the CBID wants to receive updated petition stats from the County, and the Board agreed to request this data from Nikki Schmidt, including the percentage by area. The board asked that Chuck Davison (VSLOC) and Charlie Yates (Pacifica, Cambria Tourism Board and VSLOC vice chair) be asked to attend January’s meeting.

Business/Presentations – None given

Future Agenda Items

Adjournment

The meeting was adjourned at 2:44p.m.