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Santa Maria Valley Tourism Marketing District (SMV TMD)

(Special) Advisory Committee Minutes

July 28, 2020

1pm (conference call – virtual meeting)

DRAFT UNTIL APPROVED

Advisory Committee: Ryan Swack, Jerry Patel, Jean-luc Garon, JP Patel, Max Tucker, Ketan Panchal. Cherag Patel (unable to attend due to schedule)

City Staff:

Chamber|Staff: Glenn Morris, Jenn Harrison, Cheryl Cuming

Guests: Gina Reed, Civitas Advisors

KPS3 | Team:

Call to Order by Chair Ryan Swack at 1:04p.m.

Roll call – all AC members present.

Public Comment: None

Business Items – Discussion & Action:

TMD draft Management District Plan (MDP):

Jenn introduced the process and reviewed the timeline. She then invited Gina to review the draft MDP with the AC.

Questions from the AC are summarized below.

Q: How can we disestablish before 7 years:

A: Annually if over 50% of the constituents can disallow the district to continue based on a weighted protest.

Q: Does the proposed boundary include all 35 wineries within SM AVA?

A: Confirmed – the boundaries do include and are directly adjacent to the Santa Ynez Valley TMD.

Q: How will possible Wine BID mirror our northern boundary?

A: Proposed wine BID boundaries will be added to map to reflect overlap.

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Q: Is Nipomo with the new boundaries?

A: Nipomo is in SLO County so it not within the SMV TMD.

Q: How can we utilize contingency monies towards future programs?

A: As long as investment provides a direct benefit to lodging constituents, it would be allowable.

Q: Use of funds for projects like the Pismo Preserve?

A: A nexus must be shown on how it directly benefits the constituents.

Q: What are other TMDs doing with their contingency funds?

A: Examples including 'rainy day' funds and catastrophic events.

Q: Is there a cap on contingency dollars?

A: There is not a cap.

Q: What is the proposed annual assessment increase?

A: ½% annually through 2025/2026.

Q: Can the reserve monies be held in an interest-bearing account? Any restrictions?

A: Yes. Restricts need to be confirmed. It was confirmed that funds are currently in an interest-bearing account.

Q: Does lawsuit in San Diego have any bearing?

A: No, as it was not a city-specific issue.

Q: Can funds be redirected?

A: The specific benefit statement allows for funds to be retained for the certain purposes as outlined in the MDP.

Q: Is the AC required to be insured?

A: There is Director & Officer insurance for the Chamber so this will need to be confirmed.

Q: Are TMD renewal proceedings subject to the Brown Act.

A: Yes.

Q: Does the Wine Stone Inn (Orcutt) have an interest in being part of the district?

A: They have expressed interest, have been engaged with the Chamber/CVB, and want to be more involved.

Motion to accept: JP, 2nd Ryan.

Discussion: Ketan discussed with small local hoteliers and some are unhappy with the direction as they have not seen any direct benefit. They have concerns with transparency and are not in support of expanded the boundaries. Glenn asked Ketan to provide additional details on approach and expectations as we want to better understand what is missing and how we can improve. Ketan noted that a meeting would be beneficial and that he will continue to gather feedback. Glenn noted worker housing segment are targeting a different customer so this area may be creating concern. Future edits can be made to the MDP before it is finalized. Jerry comments that small hotels need more local events to drive future visitation, and it is noted in the Future Agenda items to ensure we continue to discuss as event restrictions lift after COVID.

Majority in favor. Ketan opposed. Motion carries.

Future Agenda Items:

- City General Plan – tourism focus
- Post COVID effect on Citywide Event Focus
- Human trafficking training
- Certified Tourism Ambassador program

Adjourn at 1:55pm

Next meeting: August 28, 2020