



MINUTES

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, August 17, 2016

8:30am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

1. CALL TO ORDER: Jay Jamison

PRESENT: Aaron Graves, Clint Pearce, James Davison, Jay Jamison, John Arnold, Mark Eads, Rachel Lima, Roger Wightman, Sam Miller, Val Seymour

ABSENT: Jim Hamilton, Kathy Bonelli, JP Patel, Nipool Patel, Noreen Martin

STAFF PRESENT: Chuck Davison, Michael Wambolt, Brendan Pringle, Helen Pratt

Call to Order at 8:33am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Visit San Luis Obispo County distributed communications about the Chimney Fire over the last 24 hours. Due to the current containment of 25 percent, updates will be distributed once daily. Updates are being sent to constituents only, with no current plans to push consumer messaging. Announcements are shifting to note that business partners are not affected. C. Davison will seek help from The Tribune to get the message out that San Luis Obispo County is open for business.

Next Thursday, C. Davison will be in Monterey to speak at Congressman Farr's celebratory luncheon.

Board Discussion.

Public Comment – None.

CONSENT AGENDA

**3. Approval of July 20, 2016 Board Meeting Minutes
Approval of July VSLOC Financials**

Board Discussion.

Public Comment – None.

ACTION: Moved by Wightman/Eads to approve the Consent Agenda as presented.

Motion carried: 10:0

CEO REPORT

4. CEO Report

C. Davison provided an update on the VSLOC positions that have recently been filled and the positions that are currently open, as well as an update on his summer/fall travel schedule. He also provided an update on the VSLOC strategic plan and the operational plan schedule.

Board Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Seattle Flight Launch Update

C. Davison will travel to Seattle in September to discuss co-op opportunities with Alaska Airlines and Visit Seattle. Taste Washington is normally exclusive to Washington, but C. Davison will discuss possibilities to showcase San Luis Obispo County during his September visit. VSLOC is working toward similar partnership meetings with Expedia and Hootsuite.

Direct flights from Seattle to San Luis Obispo are scheduled to begin April 13, 2017. C. Davison will be meeting with the SLO EVC and the San Luis Obispo County Airport to discuss ways to advance county air service.

Board Discussion.

Public Comment – None.

6. SAVOR on the Road Update

The new website for SAVOR is www.SAVORSLOCounty.com and the logo was redesigned to be on-brand with the new name, SAVOR A San Luis Obispo County Experience. For the San Diego Bay Food & Wine Festival, the booth is designed to create a destination experience. Winery, brewery, and restaurant partners will be included in the VSLOC booth, rather than separate booths. VSLOC's event participation included a two-page spread in the festival pamphlet, which resulted in the centerfold.

VSLOC is looking into other possible events, such as the Seattle Wine & Food Festival (February 2017) and Taste Washington (March 2017).

Board Discussion.

Public Comment – None.

7. 2017 Visitor Magazine

VSLOC is working with Pace to develop the 2017 Visitors Magazine. These magazines will be printed and distributed in January 2017, and distributed at media events, tradeshow, visitor centers, and hotels. The Visitors Magazine is produced at no cost to VSLOC, with Pace incurring all costs. VSLOC and Pace will share revenue at 50% each once sales exceed \$100,000. VSLOC works with Pace on creative design and vets content, but Pace manages the sales process.

Board Discussion.

Public Comment – None.

8. Board Meeting Time Discussion

Some board members have expressed difficulty attending the Board Meetings, currently scheduled for the third Wednesday of the month at 8:30am. C. Davison also asked if the current rotation schedule of meetings around the County is working well.

Board Discussion. The Board members in attendance expressed no opposition to the current meeting time or location.

Public Comment – None.

9. Year-End Survey Results

One of the initiatives of the Strategic Plan is to increase stakeholder satisfaction scores. As such, VSLOC's Year-End Satisfaction Survey was sent out to 939 members a total of five times. VSLOC received 35 responses, and will use these responses as the base-line for future survey results.

Board Discussion. The Board agreed that the next year-end survey should be sent to board members separately from the rest of VSLOC's constituency, so as to not skew results. The Board also agreed that individual members should be responsible for outreach within their own communities, gift card drawings could be used as an incentive for completed surveys, distribution should be changed to August or September and the headline should be revised to encourage more responses.

Public Comment - None

10. Marketing Agency Update

Current projects include membership folders, annual report, scope of work, VSLOC branding, marketing plan, and SAVOR. The annual report is in development. VSLOC was granted an extension for the annual report until end of September by the County. The first draft is expected back from BCF next week. The concept was shifted to be higher level, and number of graphics were increased to promote engagement. C. Davison stated this report will be coming to the board for approval in September.

Board Discussion.

Public Comment - None

ADJOURNMENT

Meeting adjourned at 10:00am.