



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, March 21, 2018

8:30am

Inn at the Pier

601 Cypress St, Pismo Beach, CA 93449

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sarah Maggelet, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Amar Sohi, Roger Wightman

ABSENT: Lori Keller

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

Consent Agenda and CEO Report items were reversed due to the initial lack of quorum.

CEO REPORT

5. CEO Report

Davison reviewed the January TOT Report, as well as the January Travel Trends Index from U.S. Travel.

On February 21, 2018, VSC hosted a Brown Act Training for Board & Committee members, inviting other TBID Board members and government officials. VSC had this professionally recorded by a videographer, and the training is available via private link on YouTube to Board and Marketing Committee members.

Davison reported out on the CalTravel Winter Board Meeting in Sacramento (February 27, 2018), as well as CalTravel's Rally at the Capitol on February 28. During this event, Davison participated in five legislative meetings, including one with Assemblyman Jordan Cunningham and one with Senator Bill Monning's staffer to discuss the Highway One closure.

On March 1, VSC VP of Marketing Brooke Burnham presented an update on VSC's destination marketing and management efforts at the Morro Bay Hoteliers meeting. VSC encouraged Morro Bay to pursue a Strategic Planning process and received positive feedback from the hoteliers and the city on its own progress.

Davison reported out on local meetings with Board Member Val Seymour; AGGB Chamber President & CEO Jocelyn Brennan; Kevin Bumen (SLO Airport) and Mike Manchak (EVC); SLO Chamber leadership; Cal Poly; and the Mid-State Fair.

On March 6, VSC presented its FY2016-17 Annual Report to the County Board of Supervisors, receiving positive feedback from the Board on VSC's work and priorities.

Davison noted that the Life's Too Beautiful to Rush Service Mark was approved on February 21, 2018, and the tagline logo with the service mark has been updated accordingly. VSC is also exploring a service mark for the phrase.

VSC Board Member Jim Hamilton recently announced his candidacy for the office of Auditor-Controller-Treasurer-Tax Collector-Public Administrator. Davison noted that VSC thought it was appropriate to note this before the June 2018 election to avoid any conflict of interest since this is an elected office.

Davison provided an update on staffing.

The May Board of Directors meeting is currently set for May 16, 2018, which conflicts with Visit California's DMO CEO Summit in Los Angeles. Based on the Executive Committee's recommendation, this meeting has been rescheduled for Thursday, May 17, 2018. The meeting will be extended to two hours due to the number of key items on the agenda.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

CONSENT AGENDA

3. Approval of January 17, 2018 Board Meeting Minutes

4. Approval of January & February Financials

Public Comment – None.

Board Discussion.

ACTION: Moved by Patel/Arnold to approve the Consent Agenda as presented.

Motion carried: 13:0
Seymour arrived after the vote.

BUSINESS ITEMS

6. Destination Development Strategy

VSC finalized its agreement with Resonance and is providing background research documents to Resonance to begin this process, which will kick-off with a call on Wednesday, March 28. VSC is working through a communications announcement that will occur in April or May and will work toward interviews with local media.

VSC finalized its agreement with Tourism Economics for the Economic Impact Study and Visitor Volume Study components of the Destination Development Plan proposal. Local DMOs were sent information on research co-op opportunities with a participation deadline of March 30, 2018.

Davison provided an update on staffing and discussed the proposed composition of the Destination Development Steering Committee.

Public Comment – None.

Board Discussion.

7. Strategic Direction 2020 Update

On 2/26, Coraggio conducted a quarterly check-in with the VSC leadership team to gauge progress on Strategic Direction 2020 initiatives. Davison provided an update on recent progress, current challenges and next steps. The next check-in will be scheduled in May.

Public Comment – None.

Board Discussion.

8. Marketing Update

Wambolt provided an update on recent travel trade efforts and upcoming programs. Burnham discussed VSC's upcoming SAVOR installation at Taste Washington and reported out on ad sales (non-lodging ads and paid listings) for the website. She also reported out on the Marketing Committee Strategic Planning Retreat on March 13, 2018 and provided the details and strategy for VSC's upcoming ad campaign.

Burnham introduced Visit SLO CAL's new Director of Communications, Keba Baird, and discussed February media results, upcoming opportunities, and owned media metrics. Burnham also gave an update on VSC's Brand Ambassador Program.

In February, VSC was awarded Visit California's Poppy Award for Best Digital Campaign, competing against four other finalists with budgets that far exceeded that of VSC. Burnham also gave an update on the current media campaign.

Public Comment – Keba Baird introduced herself and noted that she is excited to join the team.

Board Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)

Pearce announced the closed session item listed below.

9. Employee Dismissal

CLOSED SESSION REPORT

During open session, Pearce announced that no action was taken during the closed session.

ADJOURNMENT

Meeting adjourned at 10:31am.