



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Wednesday, August 16, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of July 18, 2017 Executive Committee Meeting Minutes (*yellow*)
4. Approval of August 3, 2017 Executive Committee Special Meeting Minutes (*yellow*)
Staff will ask for Committee approval of the July 18, 2017 and August 3, 2017 Executive Committee Meeting Minutes.

CEO REPORT	C. Davison
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5. CEO Report (20 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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6. Cannabis Legalization Education (20 min)
The Committee will discuss Visit SLO CAL's position on educating its constituents and members along with the marketing of cannabis-related activities once legal in the state.
7. Highway One Closure Update (15 min)
Staff will provide an update on Visit SLO CAL's latest communication efforts in response to the Highway 1 closure.
8. Collaboration Consulting Update (20 min)
Staff will provide an update on Visit SLO CAL's contract with Collaboration, in conjunction with the strategic imperative to Optimize our organizational capacity.
9. Destination Development Strategy (20 min)
Staff will provide an update on Visit SLO CAL's initiative to develop a draft of a long-term Tourism Infrastructure Master Plan as outlined in Strategic Direction 2020.
10. Marketing Update (15 min) – *motion required*
Staff will provide an update on key marketing initiatives and review the Marketing Committee's recommendation of Audrey Arellano to the Marketing Committee.

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee

Meeting Minutes

Wednesday, July 18, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Jay Jamison, JP Patel, Clint Pearce

ABSENT: n/a

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:31am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Patel announced that he will likely be unable to serve on the Board and Executive Committee as of the first week of August, as his hotel is currently in escrow.

Davison announced that the Paso Robles City Council approved the formation of its non-profit district, Paso Robles Destination, as of July 18, 2017. Stacie Jacob is the interim CEO, and VSC is helping to promote their search for an Executive Director.

Davison reviewed the Executive Committee meeting schedule for FY2017-18.

Davison reminded the Committee to cc "Records@SLOCAL.com" on any emails pertaining to other Board, Committee and VSC team matters of official Visit SLO CAL business.

CONSENT AGENDA

3. Approval of June 14, 2017 Executive Committee Meeting Minutes

Davison noted that June/Year-End Financials will be presented to the Executive Committee and Board in September.

Public Comment – None.

Committee Discussion.

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

CEO REPORT

4. CEO Report

Davison provided a draft example of the CEO Report that VSC will be sending in months when the VSC Board is not meeting. In addition to this report, the packet sent to the Board will include monthly financials, as well as TOT, Marketing, SEO and Activity Reports.

Signature cards for VSC's two bank accounts will need to be updated to reflect the new Executive Committee. This has been scheduled for completion in September. In the meantime, all Executive Committee members except Graves will be able to sign checks.

Davison recapped the CalTravel Summit (June 27-29, 2017) and Destination International Convention (July 11-July 14, 2017), outlining the major highlights and takeaways. Davison noted that he was elected to the Board and Executive Committee of CalTravel, giving VSC a great opportunity to stay up to speed on advocacy at the state level. Davison also noted that the Cannabis panel that he moderated was highly rated by attendees due to the information conveyed.

Pam Roberts has been promoted to Events & Membership Manager. VSC is currently working with Searchwide to fill the Director of Communications role. The SLO CAL trademark was processed in December, with details expected in the coming months, and VSC is working to finalize the "Life's Too Beautiful to Rush" trademark submittal. As VSC starts the RFP process for a new media agency to place our media in the future, VSC is working with its attorneys on a creative-only SOW for BCF.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

5. TMD Contract Deliverables

Davison provided an update on the FY2016-17 Audit, required by our contract with the County. He noted that the County has approved our auditor (Burkart & Stevens), and reviewed the timeline for this process. He updated the Committee on the FY2016-17 Annual Report, also required by our County contract. The County has again this year granted VSC an extension to deliver the report by September 30 instead of the August 30 contract date. Davison reviewed the timeline, and noted that VSC will produce a small run of printed annual reports this year for Board members, Committee members and government officials, and will provide a digital version on its website.

Public Comment – None.

Committee Discussion.

6. Executive Committee Power

At the June Board Meeting, it was recommended that VSC review Executive Committee authority after deciding to change to bi-monthly meetings, as some items and opportunities require a more urgent response. One example is the approval of a contract with a new media buying agency in August. Davison reviewed language from VSC's Bylaws, which notes that the Committee may exercise all the authority of the Board between Board meetings, with certain key exceptions. Davison

noted that the Committee would report out on action taken at the next Board meeting and Committee decisions would be ratified by the Board.

Public Comment – None.

Committee Discussion. The Committee affirmed that this was sufficient authority, and that no further action was necessary.

7. Marketing Committee Applications

VSC re-opened the Marketing Committee application process now that the tourism marketing district is two years old. Davison noted that membership of the Committee is balanced across DMOs, communities, agencies and the industry sector. He also outlined the guidelines for applicants as marketing professionals. The Committee reviewed current representation numbers.

Davison pointed out that four seats remained open (the Management District Plan calls for up to 18 seats), the Paso Robles DMO seat has been vacated by Amanda Diefenderfer with their district changes, and one seat (formerly occupied by Judith Bean) has been held for Arroyo Grande's DMO as required by the MDP.

VSC received applications from Melissa Colon (Pacifica Hotels), Audrey Arellano (Adelaide Inn & Cambria Inns Collection), Jill Tweedie (Breakaway Tours & Event Planning), Shari Clark (BCA), Dawn Rodden (Los Osos/Baywood Park Chamber) and Stacie Jacob (Paso Robles Destination). The Marketing Committee recommended Colon, Arellano, Tweedie and Clark at their July 11, 2017 meeting. Since Jacob's application was submitted late, it did not make the Marketing Committee agenda packet, but can still be approved by the Executive Committee.

Public Comment – None.

Committee Discussion. The Committee requested that Audrey Arellano's application be further vetted by VSC's VP of Marketing and the Marketing Committee, based on her sales background and new role as Brand Manager. They also expressed concern that appointing Melissa Colon would open the door for any sales professional to have a seat on the Marketing Committee.

ACTION: Moved by Graves/Jamison to approve the following candidates to join VSC's Marketing Committee, as recommended by the Executive Committee for Board approval: Jill Tweedie, Shari Clark and Stacie Jacob.

Motion carried: 5:0

8. Marketing Update

Based on the discussion at the June Executive Committee meeting, VSC asked the Marketing Committee what local DMOs are doing to engage consumers in-market. Davison reviewed their feedback, noting that in-market engagement with DMOs is limited. VSC's role could include customer service trainings and incentive programs, local discounts and incentives for guests to experience attractions, and local PR campaigns to help residents understand and appreciate the impact of tourism. Davison also reported out on his meeting with Visitor TV.

Davison provided an update on paid media efforts. VSC has sent an RFP to seven media agencies in the effort to be more strategic about media planning and placement. The Marketing Committee will have a special meeting on August 3 for finalist presentations with a special Executive Committee meeting to follow for approval to begin contract negotiations. Davison reviewed key campaign performance metrics and learnings gleaned from the campaign.

Davison provided an update on owned media efforts. Four partners have signed onto VSC's co-op with Chute, a social media content aggregator. Davison discussed the growth of organic traffic on the VSC website during the month of June.

VSC contracted Peregrine Media Group to do the second round of aerial footage (via helicopter), focusing on the interior of the County.

Davison provided an update on Film SLO CAL, including new productions being filmed in SLO CAL in July and August.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Patel/Graves to adjourn the meeting.

Motion carried: 5:0

Meeting adjourned at 1:08 p.m.



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee

Meeting Minutes

Thursday, August 3, 2017

12:00pm

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Jay Jamison, Clint Pearce

ABSENT: JP Patel

STAFF PRESENT: Chuck Davison, Brooke Burnham, Brendan Pringle

Call to Order at 12:19pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Out of four proposals, three media agencies were invited to present to the Marketing Committee in the morning: Goodway Group, Orange 142 and Miles Media. The Marketing Committee recommended the selection of Goodway Group for Executive Committee approval, citing their deep digital strategy and high-level optimization, efficiency, and tracking/reporting mechanisms.

ACTION: Moved by Jamison/Graves to allow the President & CEO to enter into contract negotiations with Goodway Group.

Motion carried: 4:0

ADJOURNMENT

Meeting adjourned at 1:10pm.

TRAVEL TRENDS INDEX

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

CTI reading of 51.6 in May 2017 shows that travel to or within the U.S. grew by 3.2% from May 2016 to May 2017. LTI predicts positive travel growth through November of 2017, spurred by solid domestic travel demand.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a faster year-over-year rate in May 2017 than in April 2017. Domestic travel grew once again in May, supported by solid leisure and business travel demand. Meanwhile, international inbound travel experienced its 13th straight month of positive year-over-year growth in May.

HIGHLIGHTS:

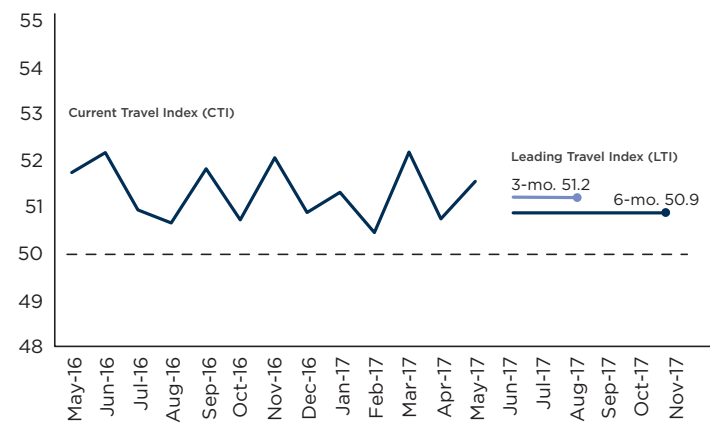
* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 89 straight months, as the industry settles into its eighth year of expansion.
- The CTI increased in May with a reading of 51.6, higher than the 6-month moving average of 51.2.
- International inbound travel continues to expand, registering at 52.6 in May. Nevertheless, the Leading Travel Index (LTI) projects a weakened outlook for inbound travel, which will trail the domestic market through November 2017.
- Domestic leisure travel grew in May, at a faster rate than the 6-month moving average. Domestic business travel also registered healthy growth in May, following a lackluster performance in April (due to the timing of Easter).
- The 6-month LTI reading of 50.9 indicates that total U.S. travel volume will likely grow at a rate of around 1.8% through November 2017. Domestic travel is expected to grow by about 2.2%, while international travel may slightly decline.

May Travel Trends Index

Current Travel Index and Leading Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“So far in 2017, growth among various travel sectors has become more diffuse. All components of the Travel Trends Index were positive three out of the first five months of this year, compared to just three months in all of 2015 and three months of all of 2016. This strong showing all around—particularly with international travel—is good news for both the travel industry and the economy at large.”

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
April Index	50.7	51.1	50.9
May Index	51.6	51.2	50.9
Direction and Speed	Travel demand increased; at a faster rate than the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

* Average outlook reading for May 2017 to Jul 2017
** Average outlook reading for May 2017 to Aug 2017

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

TRAVEL TRENDS INDEX (Continued)

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

► DETAILED RESULTS

Domestic leisure travel once again led the domestic travel market, though the domestic business CTI also registered healthy growth in May 2017. Looking ahead, a modest uptick in vacation intentions, and still-positive growth in forward-looking bookings, bodes well for the domestic leisure travel market in the coming months. However, although forward-looking bookings and searches remain positive, their pace of growth is markedly slower from this time last year.

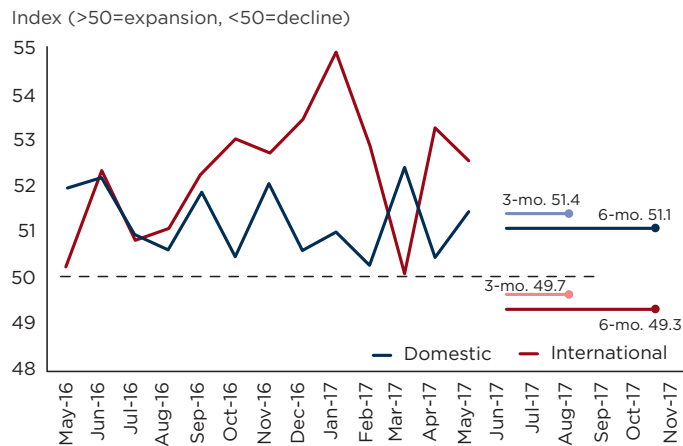
International inbound travel to the United States increased once again in May 2017, at a pace just below the six-month moving average. Though it has edged down somewhat from recent highs, the U.S. dollar remains strong, and there remains the possibility of unintended consequences from President Trump's policies related to immigration and international relations. Looking ahead, these factors are expected to negatively impact international inbound travel.

Travel Trends Index Summary

	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-month LTI vs. CTI 6-month avg	
	6-month avg	March	April	May	3-month*	6-month**	Direction	Speed
Total Market	51.2	52.2	50.7	51.6	51.2	50.9	Increasing ▲	Slower
International	52.9	50.1	53.3	52.6	49.7	49.3	Decreasing ▼	--
Domestic	51.0	52.4	50.4	51.4	51.4	51.1	Increasing ▲	Slightly faster
Business	50.2	53.3	47.8	51.1	52.0	51.9	Increasing ▲	Faster
Leisure	51.3	52.0	51.5	51.6	51.2	51.0	Increasing ▲	Slower

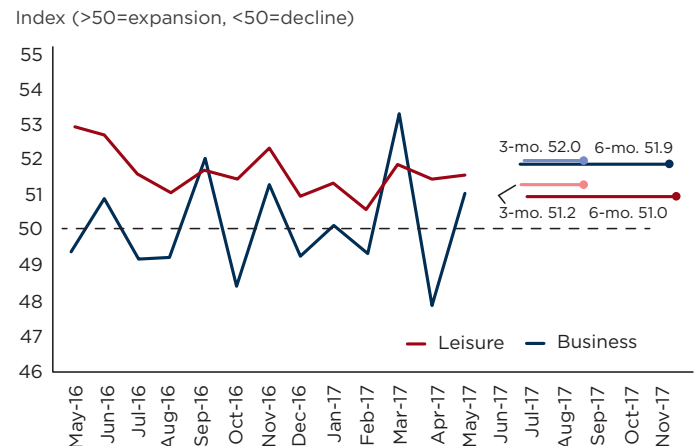
* Average outlook reading for Jun 2017 to Aug 2017
 ** Average outlook reading for Jun 2017 to Nov 2017

May Domestic and International Travel Index



Source: Oxford Economics, U.S. Travel Association

May Domestic Business and Leisure Travel Index



Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

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SAN LUIS OBISPO VISITORS &
CONFERENCE BUREAU INCORPORATED
1334 MARSH ST
SN LUIS OBISP, CA 93401-3316

IF YOU WRITE OR
CALL US, REFER TO
THIS INFORMATION:

NOTICE NUMBER: 972CG
BOD CODE: TE3
DATE OF THIS NOTICE:
07/31/2017
TAXPAYER IDENTIFICATION
NUMBER: 77-0221126
FORM: CVL PEN
TAX PERIOD: 201512
PENALTY REFERENCE
CODE: 500

FOR INFORMATION,
PLEASE CALL:
1-866-455-7438

A PENALTY IS PROPOSED FOR YOUR 2015 INFORMATION RETURNS
ACTION REQUIRED

OUR RECORDS SHOW THAT YOU DIDN'T FILE CERTAIN INFORMATION RETURNS CORRECTLY AS REQUIRED BY INTERNAL REVENUE CODE (IRC) SECTION 6721 FOR THE TAX PERIOD SHOWN ABOVE. THE LAW ALLOWS FOR A PENALTY FOR FILING INFORMATION RETURNS INCORRECTLY. A PENALTY IS PROPOSED IN THE AMOUNT OF \$3,300.00. INTEREST ON THIS PENALTY WILL NOT BE CHARGED UNTIL AFTER YOU RECEIVE A BILL.

PLEASE READ THIS NOTICE CAREFULLY. IT EXPLAINS THE PROPOSED PENALTY AND WHAT YOU SHOULD DO IF YOU AGREE OR DISAGREE WITH THE PROPOSAL. THIS PENALTY WILL BE CHARGED IF YOU DON'T RESPOND TO THIS NOTICE. THE PROPOSED PENALTY IS EXPLAINED UNDER THE "EXPLANATION OF PENALTY" SECTION.

HOW YOU SHOULD RESPOND TO THIS NOTICE

PLEASE REVIEW YOUR RECORDS RELATED TO FILING THE RETURNS LISTED ON PAGE 2.

-- IF YOU AGREE TO THE FULL AMOUNT OF THE PROPOSED PENALTY, DO ALL OF THE FOLLOWING:

1. CHECK BOX (A) ON THE LAST PAGE OF THIS NOTICE.
2. SIGN AND DATE THE CONSENT OF PENALTY ASSESSMENT.
3. ENCLOSE YOUR PAYMENT IN FULL. MAKE YOUR CHECK OR MONEY ORDER PAYABLE TO THE UNITED STATES TREASURY.
4. ENCLOSE THE APPROPRIATE MAILING STUB TO INDICATE WHETHER A PAYMENT IS INCLUDED.
5. ENSURE THE ADDRESS ON THE STUB APPEARS IN THE ENVELOPE WINDOW.

-- IF YOU DON'T AGREE WITH ALL OR PART OF OUR FINDINGS OR BELIEVE YOU HAVE A REASON ALL OR PART OF THIS PENALTY SHOULD NOT BE CHARGED, DO ALL OF THE FOLLOWING:

1. CHECK BOX (B) OR (C) ON THE LAST PAGE OF THIS NOTICE.
2. ENCLOSE A SIGNED STATEMENT EXPLAINING WHY YOU DISAGREE.
3. INCLUDE ANY SUPPORTING DOCUMENTS YOU WISH TO HAVE CONSIDERED.
4. IF YOU AGREE TO PART OF THE PENALTY, ENCLOSE YOUR PAYMENT. MAKE YOUR CHECK OR MONEY ORDER PAYABLE TO THE UNITED STATES TREASURY.
5. ENCLOSE THE APPROPRIATE MAILING STUB TO INDICATE WHETHER A PAYMENT IS INCLUDED.
6. RETURN THE LAST PAGE OF THIS NOTICE WITH YOUR STATEMENT AND DOCUMENTS IN THE ENCLOSED ENVELOPE (ENSURE THE ADDRESS APPEARS IN THE ENVELOPE WINDOW). PLEASE INCLUDE A TELEPHONE NUMBER, INCLUDING THE AREA CODE, AND THE BEST TIME TO CALL.

IT'S IMPORTANT THAT YOUR COMPLETED RESPONSE BE RECEIVED WITHIN 45 DAYS FROM THE DATE OF THIS NOTICE. YOU HAVE 60 DAYS TO RESPOND IF YOU LIVE OUTSIDE THE UNITED STATES. IF YOU DO NOT RESPOND WITHIN THIS PERIOD, YOU WILL RECEIVE A BILL CALLED "NOTICE OF PENALTY CHARGE" FOR THE AMOUNT OF THE PROPOSED PENALTY. INTEREST WILL BE CHARGED FROM THE DATE OF THE "NOTICE OF PENALTY CHARGE" TO THE DATE PAYMENT IS RECEIVED IN FULL.

IF YOU HAVE ANY QUESTIONS ABOUT THIS NOTICE, YOU MAY WRITE TO THE RETURN ADDRESS ON THIS NOTICE. IF YOU PREFER, YOU MAY CALL THE TELEPHONE NUMBER SHOWN ABOVE FOR GENERAL INFORMATION ABOUT THIS NOTICE. HOWEVER, THE OFFICE AT THE ADDRESS SHOWN ON THIS NOTICE IS MOST FAMILIAR WITH YOUR CASE.

A PENALTY IS PROPOSED BASED ON HOW YOU FILED THE FOLLOWING INFORMATION RETURNS. THE EXPLANATION OF THE PENALTY FOLLOWS THE LIST OF INFORMATION RETURNS. THE PAGE TITLED "SUMMARY OF PROPOSED PENALTY" SHOWS YOU THE TOTAL NUMBER OF RETURNS FOR WHICH A PENALTY IS PROPOSED.

SAN LUIS OBISPO COUNTY VISITORS & CONFER
BUREAU INC
1334 MARSH STREET
SAN LUIS OBISPO, CA 93401

FORM 1099-MISC RECEIVED: 05/16/2016
ORIGINAL RETURNS: 33
AMENDED RETURNS: 1
HOW RECEIVED: PAPER
TRANSMITTER CONTROL CODE:

PROPOSED PENALTY TYPE: LATE FILING

EXPLANATION OF PENALTY

500

A PENALTY IS PROPOSED FOR EACH INFORMATION RETURN DOCUMENT THAT YOU DIDN'T FILE CORRECTLY BY THE DUE DATE (INCLUDING EXTENSIONS). THIS PENALTY MAY ALSO APPLY IF TIMELY FILED RETURNS WERE SENT BACK TO YOU FOR CHANGES AND YOU DIDN'T RETURN THEM TO US IN THE TIME REQUESTED.

THE PENALTY IS:

- \$50 FOR EACH RETURN FILED WITHIN 30 DAYS AFTER THE DUE DATE, UP TO A MAXIMUM OF \$529,500 PER YEAR (\$185,000 FOR SMALL BUSINESSES AS DEFINED BELOW),
- \$100 FOR EACH RETURN FILED MORE THAN 30 DAYS AFTER THE DUE DATE BUT BY AUGUST 1, UP TO A MAXIMUM OF \$1,589,000 PER YEAR (\$529,500 FOR SMALL BUSINESSES), OR
- \$260 FOR EACH RETURN FILED AFTER AUGUST 1.

THE MAXIMUM PENALTY CHARGE IS \$260 PER INFORMATION RETURN, UP TO \$3,178,500 PER YEAR (\$1,059,500 FOR SMALL BUSINESSES). THERE IS NO MAXIMUM LIMITATION FOR INTENTIONAL DISREGARD.

LOWER PENALTY FOR SMALL BUSINESSES

THE LOWER MAXIMUM PENALTIES STATED ABOVE FOR SMALL BUSINESSES APPLY IF A BUSINESS HAD AVERAGE GROSS RECEIPTS OF \$5 MILLION OR LESS FOR THE THREE MOST RECENT TAX YEARS (OR TIME IN BUSINESS, IF SHORTER) ENDING BEFORE THE CALENDAR YEAR THE INFORMATION RETURNS WERE DUE. FOR EXAMPLE, IF YOU WERE CHARGED A PENALTY FOR 2015 INFORMATION RETURNS DUE IN 2016, THE THREE MOST RECENT TAX YEARS ARE 2013, 2014, AND 2015. IF THE PENALTY ON THE NOTICE YOU RECEIVED IS MORE THAN THE MAXIMUM PENALTY FOR SMALL BUSINESSES, THE PENALTY MAY BE REDUCED BASED ON EVIDENCE YOU GIVE THAT YOU'RE A SMALL BUSINESS.

SUMMARY OF PROPOSED PENALTY

THE SUMMARY ON THE FOLLOWING PAGE SHOWS THE INFORMATION RETURNS FOR WHICH A PENALTY IS PROPOSED AND THE AMOUNT OF PENALTY FOR EACH PENALTY TYPE. THE AMOUNT OF THE PROPOSED PENALTY MAY BE LOWER THAN THE ACTUAL PENALTY AMOUNT DUE TO THE DOLLAR LIMITATIONS IMPOSED UNDER IRC 6721.

PROPOSED PENALTY AMOUNT: \$3,300

PROPOSED PENALTY AMOUNT -- THIS AMOUNT MAY BE LESS THAN THE TOTAL OF THE INDIVIDUAL PENALTY AMOUNTS SHOWN ABOVE IF MORE THAN ONE TYPE OF PENALTY APPLIES TO ANY OF THE RETURNS FILED. FOR EXAMPLE, IF YOU FILED A RETURN LATE AND WITH A MISSING TAXPAYER IDENTIFICATION NUMBER, THE RETURNS WILL BE SHOWN IN BOTH PENALTY COLUMNS. HOWEVER, THE MAXIMUM CHARGE IS \$260 FOR THAT RETURN.

LATE FILING PENALTY -- THIS PENALTY APPLIES TO RETURNS FILED AFTER THE DUE DATE. IT MAY ALSO APPLY TO RETURNS FILED BY THE DUE DATE BUT NOT FILED CORRECTLY.

ELECTRONIC MEDIA PENALTY -- THIS PENALTY APPLIES TO THE NUMBER OF PAPER RETURNS OVER 250 THAT YOU FILED.

NOTE: FINANCIAL INSTITUTIONS MUST FILE ALL FORM 1042-S DOCUMENTS ELECTRONICALLY.

INCORRECT TIN -- THIS PENALTY APPLIES TO RETURNS FILED WITH A MISSING OR INCORRECT TAXPAYER IDENTIFICATION NUMBER.

PENALTY TYPE	TIN	ELECTRONIC	LATE			TOTALS
			TIER 1	TIER 2	TIER 3	
1099-MISC	0	0	0	33	0	33
NO. OF PENALTIES	0	0	0	33	0	
X	\$260	\$260	\$50	\$100	\$260	TOTALS
GROSS PEN. MINUS DUPS	\$0	\$0	\$0	\$3,300	\$0	\$3,300
	\$0	\$0	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$3,300	\$0	\$3,300
TIER CAP LIMITATION	\$0	\$0	\$0	\$3,300	\$0	\$3,300
TOTAL PROPOSED PENALTY-----						\$3,300



001539

RESPONSE TO PROPOSED PENALTY FOR YOUR TAX YEAR 2015 INFORMATION RETURNS

PLEASE CHECK THE BOX THAT APPLIES TO YOU AND RETURN THIS PAGE IN THE ENCLOSED ENVELOPE. PLEASE REMEMBER TO INCLUDE THE APPROPRIATE MAILING STUB AND INSERT IT IN THE ENCLOSED ENVELOPE SO THE ADDRESS APPEARS IN THE ENVELOPE WINDOW.

PLEASE CHECK ONLY ONE BOX:



001539

- (A) TOTAL AGREEMENT WITH THE PROPOSED PENALTY - I CONSENT TO THE IMMEDIATE ASSESSMENT AND COLLECTION OF THE PENALTY AMOUNT SHOWN IN THIS NOTICE, PLUS ANY APPLICABLE INTEREST.
I HAVE HAVE NOT ENCLOSED A PAYMENT.

SIGNATURE

DATE

- (B) PARTIAL AGREEMENT WITH THE PROPOSED PENALTY - I AGREE WITH PART OF THE PROPOSED PENALTY SHOWN IN THIS NOTICE. I HAVE ATTACHED A SIGNED STATEMENT AND SUPPORTING DOCUMENTS EXPLAINING WHICH ITEMS I DISAGREE WITH AND WHY I DISAGREE, OR WHY I FEEL YOU SHOULDN'T CHARGE PART OF THE PROPOSED PENALTY.
I HAVE HAVE NOT ENCLOSED A PAYMENT.
- (C) TOTAL DISAGREEMENT WITH THE PROPOSED PENALTY - I DISAGREE WITH THE ENTIRE PROPOSED PENALTY SHOWN IN THIS NOTICE. I'VE ATTACHED A SIGNED STATEMENT AND SUPPORTING DOCUMENTS EXPLAINING WHY THE PROPOSED PENALTY IS INCORRECT, OR AN ACCEPTABLE REASON WHY YOU SHOULDN'T CHARGE THIS PROPOSED PENALTY.

TELEPHONE NUMBER: () _____ BEST HOURS TO CALL: _____
(INCLUDE AREA CODE)

PLEASE DO NOT DETACH

IRS INFORMATION: PHILADELPHIA SERVICE CENTER 77-0221126 500 201512 07/31/2017 972CG
CORRESPONDENCE ONLY (NO PAYMENTS)

1. Write on all attached pages:
Name, taxpayer identification number, 972CG Notice, and tax period
2. Include your phone numbers: () - - home () - - work/cell
3. Best time to call: _____ a.m. _____ p.m.

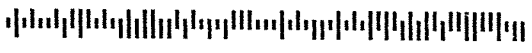
Address change? Correct it below.

77-0221126 07/31/2017
SAN LUIS OBISPO VISITORS &
1334 MARSH ST
SN LUIS OBISP, CA 93401-3316

INTERNAL REVENUE SERVICE
PHILADELPHIA, PA 19255-0633



001539



770221126 WX SANL 13 1 201512 640 00000330000

Cut Here



972CG Correspondence Only. Cut the stub (Philadelphia, PA) above, and place in the enclosed envelope, ensuring the entire address appears in the envelope window.

972CG Payment (with or without correspondence). Cut the stub below (Kansas City, MO) and place in the enclosed envelope, ensuring the entire address appears in the envelope window.



Cut Here

IRS INFORMATION: PHILADELPHIA SERVICE CENTER 77-0221126 500 201512 07/31/2017 972CG
PAYMENT (WITH OR WITHOUT CORRESPONDENCE)

1. Make check payable to: United States Treasury Amount Enclosed: \$ _____
2. Write on payment and all attached pages:
Name, taxpayer identification number, 972CG Notice, and tax period
3. Include your phone numbers: () - - home () - - work/cell
4. Best time to call: _____ a.m. _____ p.m.

Address change? Correct it below.

77-0221126 07/31/2017
SAN LUIS OBISPO VISITORS &
1334 MARSH ST
SN LUIS OBISP, CA 93401-3316

INTERNAL REVENUE SERVICE
Kansas City, MO 64999-0202



770221126 WX SANL 13 1 201512 640 00000330000



CPAS AND ADVISORS

694 Santa Rosa Street
Post Office Box 1423
San Luis Obispo, California 93406
Telephone: Facsimile:
805.543.6876 805.781.2526
800.549.6876 www.burkartcpa.com

August 2, 2017

Department of the Treasury
Internal Revenue Service
Philadelphia, PA 19255-0633

San Luis Obispo Visitors & Conf
Notice: 972CG Dated 7/31/17
EIN: 77-0221126

To Whom It May Concern:

Our office is in receipt of notice 972CG for 2015. We disagree with ALL of the penalty, as these forms were filed timely. Attached, for your convenience, please find copies of Form 1096 and 1099(s) for your records.

We are also in disagreement with the Explanation of Penalty on page 2 of this notice; this notice states there are 33 Original Returns and 1 Amended return processed 5/16/2016. There are, in fact, a total of 35 form 1099(s), and 1 form 1096. There have been no amended forms.

Please adjust your records to reflect the timely filing of all forms.

Should you have any further questions, please do not hesitate to contact our office.

Respectfully,

Dennis Burkart, CPA
Burkart & Stevens
Accountancy Corporation



AUDREY ARELLANO / AUDREY@CAMBRIAINNS.COM

Adelaide Inn / Cambria Inns Collection

June 30, 2017

Brendan Pringle

Visit SLO CAL

Brendan@slocal.com

Dear Brendan and Visit SLO CAL Marketing Committee:

Please accept my submission and application to be selected as a member of the SLO CAL Marketing Committee. I feel that with my passion and enthusiasm for the central coast coupled with my 20+ years of marketing experience, I will be an asset to the group.

I have lived in Paso Robles for the last 10 years have been involved in marketing and tourism here on the Central Coast for the last 7 years through my employment as Director of Sales and Marketing with the Holiday Inn Express & Suites, Paso Robles, and now currently as Brand Manager with the Adelaide Inn in Paso Robles, and Castle Inn, Moonstone Cottages, Sand Pebbles Inn, and Blue Dolphin Inn in Cambria.

Through my hospitality career I am involved in various community organizations including the Wineries of Paso Robles Highway 46 East, Paso Robles Chamber of Commerce, Visit SLO CAL, Cambria Tourism Board/Visit Cambria, PRWCA, and TPRA. As President of the Wineries of the 46 East for the last 5 years, my main responsibility is branding and bringing public awareness and traffic to our 20 Winery and 8 Hospitality members through our marketing and annual events which further enhances my experience and knowledge of marketing and branding in the Central Coast.

Throughout my employment and involvement in both the hospitality and wine industry, I have established and maintained many connections and relationships here which, with my marketing experience, would make a great contribution to the committee.

Please see my resume attached reflecting my professional history and thank you for your consideration.

Sincerely,
Audrey Arellano



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Audrey Arellano

COMPANY: Adelaide Inn & Cambria Inns Collection

ADDRESS: 1215 Ysabel Avenue, Paso Robles, CA 93446

PHONE: 805-369-2058 EMAIL: Audrey@Cambriainns.com

TOTAL YEARS IN TOURISM INDUSTRY: 7

TOURISM-RELATED MARKETING EXPERIENCE:

I am actively involved in marketing/branding in both the hospitality and winery industries on the Central Coast and have been for about 7 years. I am currently the Brand Manager for 5 hotel properties (1 in Paso and 4 in Cambria) and am also President of the Wineries of 46 East organization which is a marketing non-profit consisting of 20 Paso Robles' wineries and 8 hospitality members. I have been associated with Visit SLO CAL, TPRA, and PRWCA for 6+ years, as well an Ambassador for the Paso Robles Chamber of Commerce. I also currently sit on the Cambria Tourism Board (CTB) Marketing Committee.

Employment History

CURRENT EMPLOYER: Black's Companies (Adelaide Inn & Cambria Inns Collection) YRS OF SERVICE: 1

TITLE: Brand Manager

PAST EMPLOYER: Holiday Inn Express & Suites, Paso Robles YRS OF SERVICE: 6

TITLE: Director of Sales & Marketing

Community/Board Involvement

ORGANIZATION: Paso Robles Wineries of Highway 46 East TITLE: President

DATES OF INVOLVEMENT: 2011-present

ORGANIZATION: Cambria Tourism Board TITLE: Marketing Committee

DATES OF INVOLVEMENT: Jan. 2017-present

ORGANIZATION: Paso Robles Chamber of Commerce TITLE: Ambassador

DATES OF INVOLVEMENT: 2011 to Present

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Brendan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Audrey Rachelle Arellano

816 Sycamore Canyon Road, Paso Robles, CA 93446/Cell-805.975.3632/Email-Audrey@Cambriainns.com

Professional Profile:

I am a loyal and dedicated person and I stand behind my morals and ethics. I give 110% to my commitments and take pride in my accomplishments which drives me to be organized and have high attention to detail. I am a people person and I believe that any organization I am involved in must have relationship and communication at its core. I am a self-starter yet excel when I am a part of a team reaching to achieve a common goal.

Professional Employment History:

2017 to Present – Brand Manager

Adelaide Inn, Castle Inn by the Sea, Sand Pebbles Inn, Blue Dolphin Inn Paso Robles & Cambria, CA

Accountable for branding and messaging of all properties; individually and collectively, handle creation and implementation of packages and promotions, marketing materials, website content, social media content, eFlyers, eBlasts, and digital and print ads. Serve as the face of the company within the Central Coast through PR efforts.

2011 to 2017 - Director of Sales and Marketing

Holiday Inn Express & Suites Riverside Ave, Paso Robles, CA

Handled sales and marketing aspects of the Hotel. Including hotel promotions, packages, and specials, designed, created and implemented hotel promotional materials, wrote and published press releases and website content, established new key account business and maintained existing account relationships. Involved in business planning and development. Accountable for yearly budget planning and revenue strategies. Served as the face of the property within the Central Coast community through PR efforts.

2007 to 2010 - Executive Director

The Innacee Foundation Airport Road, Paso Robles, CA 93446

Innacee is a non-profit organization in alternative education. I started in its infancy and handled all sales, marketing, promotions and events. I played a key role in business planning and development.

2000-2007 - V.P. Sales & Marketing

Aqua Resource Group Tesla Rd. Irvine, CA

Aqua is a Marketing and Software Development company designed for business owners in the Mortgage/Real Estate Industry. Played key role in getting the company off of the ground. Created, implemented and ran the company employee sales training courses including writing and creating all materials. Involved in all business planning and development, revenue strategies, and website and promotional content and materials.

1996-2000 - Assistant Director of Sales & Marketing

National Rent-A-Fence Sepulveda Blvd, North Hills, CA

Handled sales and marketing budgets and strategies on the national, corporate level. Traveled nationwide monthly to exhibit in tradeshows, expos, and conventions to promote and sell products and services.

All previous employment includes Sales, Marketing, and Team Management

Community Involvement and Organizations:

Present: President of the Wineries of Highway 46 East, Ambassador for the Paso Robles Chamber of Commerce, Marketing Committee for Cambria Tourism Board/Visit Cambria (CTB), Member of the Paso Robles Wine County Alliance (PRWCA), Member of the Travel Paso Robles Alliance (TPRA), Member of Visit SLO CAL.