



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, February 9, 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
----------------------	-------------------

CONSENT AGENDA – <i>motion required</i>	C. Davison
--	-------------------

3. **Approval of October 18, 2016 Executive Committee Meeting Minutes**
Approval of January 12, 2017 Executive Committee Meeting Minutes
Approval of January Visit SLO CAL Financials
Staff will ask for Committee approval of the October 2016 and January 2017 Executive Committee Meeting Minutes, and the January Visit SLO CAL Financials.

CEO REPORT	C. Davison
-------------------	-------------------

4. **CEO Report (15 min)**
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
-----------------------	-------------------

5. **Air Service Development (15 min)**
Staff will provide an update on Visit SLO CAL's air service development efforts.
6. **SAVOR on the Road Update (15 min)**
Staff will provide an update on upcoming SAVOR – A San Luis Obispo County Experience feeder market events, including the Seattle Wine & Food Experience and Taste Washington.
7. **Conference Center Feasibility Plan Update (20 min)**
Staff will provide an update on the progress of the Countywide Conference Center Feasibility Plan, including next steps in the study development.
8. **FY2017/18 Planning (20 min)**
Staff will discuss efforts to align local communities with our Marketing Plan and reduce duplication of efforts.
9. **Marketing Agency Update (30 min)**
 - a. **Brand Roll-Out**
 - b. **Co-Op Media Update**
 - c. **Shoulder Season Campaign***Staff will provide an update on the new brand roll-out, media co-ops and the progress of the shoulder season campaign.*

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 San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, October 18, 2016

11:30am

Visit San Luis Obispo County Conference Room
1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Noreen Martin, JP Patel, Clint Pearce

ABSENT: John Arnold, Jay Jamison

STAFF PRESENT: Chuck Davison, Helen Pratt

Call to Order at 11:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of July 12, 2016 Executive Committee Minutes

Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Patel/Martin to approve the Consent Agenda and Financials as presented.

Motion carried: 3:0

CEO REPORT

4. CEO Report

Davison announced that Wines Fly Free has been secured for the Seattle flight and is expected to start with the flight launch in April.

The Board of Supervisors approved a service agreement with Host Compliance LLC on September 20, 2016, which will provide an opportunity for the County to follow up on unlicensed vacation rentals.

Coraggio will be back in market for the final Operational Planning Trade-Off on October 21, 2016. Staff recommendations with associated costs will be presented at the November Board meeting.

Davison gave an update on BCF, including an overview of current projects and onboarding challenges. BCF will present to the Board tomorrow.

Davison gave a brief overview of his upcoming travel, including travel to attend a VCA Brand Content Committee meeting, CalTravel Board meeting, San Diego Bay Wine and Food Festival and a meeting with United Airlines at their headquarters in Chicago to discuss Denver flight service.

Davison recapitulated the fall Industry Educational Symposium, and noted that videos from the symposium are now available on the Members Area of the VSLOC website. Davison discussed challenges with regards to PG&E and the City of SLO.

Committee Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Approval of FY2015-16 Audit

VSLOC is required to do full financial audit annually. The FY2015-16 audit revealed some opportunities for improvement, including segregation of duties and stamping all vendor invoices. Once approved, audit will be sent to the County.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Patel/Martin to approve the audit documents.

Motion carried: 3:0

6. SAVOR on the Road

Davison provided an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience. VSLOC will integrate Harmony Lavender, breweries, wineries, restaurants and a distillery into their booth for this experience. Davison described the VSLOC booth as a food and wine experience inside of a food and wine experience.

VSLOC has finalized an agreement for the Seattle Wine and Food Experience, February 26, 2016 Grand Tasting. PRWCA will provide 6-8 wineries, and VSLOC will look for additional partners. VSLOC is also looking to add additional tasting events during the week prior to the event.

Pismo Beach confirmed their wish to continue to own the Scottsdale event space by themselves.

Committee Discussion.

Public Comment – None.

7. Marketing Agency Update

a. Visit San Luis Obispo County Brand

Davison gave an overview of the brand options from BCF. He noted that the SLOC lifestyle is the proposed lead message, with the tagline “life’s too beautiful to rush.”

BCF will present two brand options to the Board tomorrow.

b. FY2016-18 Marketing Plan

Davison gave an overview of the research conducted by BCF, and discussed media recommendations and strategy. Davison noted that the Marketing Committee made the recommendation to approve the Marketing Plan and the brand positioning. The Marketing Committee recommended withholding the brand to conduct additional research, forgoing the 10 days of media in November.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Patel/Martin to recommend approval of VSLOC’s Marketing Plan and positioning, and recommend the SLO Cal brand to the Board.

Motion carried: 3:0

8. Future Meeting Date

Davison proposed Thursday, November 10, 2016 from 12:00-2:00pm for the next Executive Committee meeting.

Committee Discussion. Pearce will be out of town on the proposed date, but Martin and Patel are open. VSLOC to send out two different options for dates.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 12:59 pm.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Thursday, January 12, 2017

11:30am

Visit San Luis Obispo County Conference Room
1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Jay Jamison, JP Patel

ABSENT: Noreen Martin, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:39 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison noted VSLOC's new hire for the VP of Marketing position, Brooke Burnham.

CONSENT AGENDA

3. Approval of October 18, 2016 Executive Committee Meeting Minutes

4. Approval of November 9, 2016 Executive Committee Meeting Minutes

Committee Discussion. The Committee decided to table the approval of the October 18, 2016 Executive Committee Meeting Minutes as there was not a quorum of members present from that meeting in order to approve.

Public Comment – None.

ACTION: Moved by Patel/Arnold to approve the November 9, 2016 Executive Committee Meeting Minutes as presented.

Motion carried: 3:0

CEO REPORT

5. CEO Report

Davison gave a brief overview of the County's TOT numbers.

The Committee viewed the new Visit California television ad, which features sandboarders on the Oceano Dunes.

Davison encouraged the Executive Committee to attend VSLOC's presentation of the Annual Report to the Board of Supervisors on February 7.

Davison provided an update on air service development. VSLOC met with United Airlines officials in Chicago on December 2, and United is currently running financial models to determine next steps on a Denver flight. The SLO Airport is in the process of doing an economic impact study on the Denver and Dallas flights. Also, VSLOC is currently working with BCF, the airport, Sixel and Alaska Airlines on celebrations in both Seattle and SLO for the inaugural Seattle flight.

Davison noted that CalTravel asked him to chair the Proposition 64 Task Force focused on collection and development the information necessary for communities and stakeholders to function in an approved Proposition 64 California.

With the approval of the new brand at the November BOD meeting VSLOC has now finalized the agreement with Simpleview for the design and development of the website, and the programming of the CRM and CMS. This will be a six to eight month process, with the website launch date estimated at mid-summer.

Davison provided an overview of his upcoming travel.

Committee Discussion.

Public Comment – None.

BUSINESS ITEMS

6. Advisory Committee Meeting Recap

Davison thanked the Executive Committee members who attended the Advisory Committee meeting on December 8, 2016, and recapped the key takeaways from the meeting. Davison also asked the Committee for feedback.

Committee Discussion.

Public Comment – None.

7. SAVOR on the Road Update

The San Diego Bay Wine and Food Festival was a huge success. The Committee viewed photos of the booth, and Davison noted that the experience component of the booth set it apart from the other vendors.

The Seattle Wine and Food Experience is February 26, 2017. BCF is redesigning the booth to accommodate this indoor space. VSLOC has 12 confirmed winery, brewery and experience partners. Davison discussed some of the activation components of its contract for the event, including a sweepstakes promotion.

Committee Discussion.

Public Comment – None.

8. Conference Center Feasibility Study

Davison provided an update on the progress of the conference center feasibility study, including next steps. B&D will be interviewing meeting planners and VSLOC is coordinating meetings with city/county officials from viable communities. He also discussed B&D's ranking matrix for the selection of viable communities.

Committee Discussion.

Public Comment – None.

9. Budget Re-Forecast

Davison provided an overview of the re-forecasted budget for FY2016/17, noting that due to the conversion from cash to accrual, FY2016/17 revenue includes 14 months of assessment revenue collections for this FY only. The priorities of the Operational Plan have been incorporated into this re-forecast.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Patel/Arnold to approve VSLOC's FY2016/17 budget re-forecast as presented.

Motion carried: 3:0

10. Marketing Agency Update

a. Brand Roll-Out

Davison provided an update that from December 14-19, 2016, BCF captured photos and videos from 15 scenes and 11 county locations as part of a major production asset shoot. The SLO CAL brand will be rolled out on January 23, 2017 with the launch of the shoulder season campaign including approximately a \$1M advertising spend. In the week prior to the launch, VSLOC will circulate a pdf to stakeholders about the brand change, identifying the brand platform and outlining brand guidelines. The brand style guide is being finalized and will be distributed to the marketing committee once it is approved. Davison discussed the Brand Lift Study, which will track brand awareness and lift of Visit SLO CAL advertising among target audiences over three phases including a benchmark study prior to the launch of the campaign, a mid-campaign review and final study following the completion of the media run.

Committee Discussion.

Public Comment – None.

b. Co-Op Media Update

Davison provided an update on current media co-ops, and provided the agency's recommendations for spending the remaining co-op funds.

Committee Discussion.

Public Comment – None.

c. Landing Page Update

Davison guided the Committee through a demo of the landing page.

Committee Discussion.

Public Comment – None.

d. Shoulder Season Campaign

Davison provided an update on the media schedule, noting that SEM and social media were rescheduled to start on January 23, 2017 with the rest of the media launch. Davison noted that the media schedule is in the Marketing Plan.

Committee Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 1:17pm.

REMINDERS

The Beginning of Year Bash is on January 18, 2017, from 5pm-7pm.

The next Executive Committee meeting is scheduled for Thursday, February 9, 2017 at 11:30am.