



# Minutes

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## Visit San Luis Obispo County Advisory Committee

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#### Meeting Minutes

Thursday, May 5, 2016

3:00pm

Embassy Suites

333 Madonna Rd, San Luis Obispo, CA 93405

#### 1. **CALL TO ORDER:** Chuck Davison

**PRESENT:** Dave Buckingham, Lynn Compton, Tom Frutchey, John Heading, Erik Howell, Jim Lewis, Katie Lichtig, Steve Martin, Jan Marx, Heather Moreno, Rachelle Rickard, Guy Savage, Mariam Shah, Dianne Thompson

**ABSENT:** Jim Copsey, Jim Guthrie

**STAFF PRESENT:** Chuck Davison, Becky Singh, Michael Wambolt, Brendan Pringle

**BOARD/MARKETING COMMITTEE MEMBERS PRESENT:** Kathy Bonelli, Cheryl Cuming, Aaron Graves, Jay Jamison, Noreen Martin, Roger Wightman

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**Call to Order at 3:08pm.**

#### 2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

#### **ANNOUNCEMENTS**

Davison provided the TOT YTD report for the FY15-16 through the month of February, and highlighted the 2016-17 Visitor Magazine and Press Kit. Davison also encouraged the Committee to attend the Tourism Exchange on May 6, 2016.

Committee Discussion—None.

Public Comment—None.

#### **CONSENT AGENDA**

#### 3. **Approval of May 5, 2016 Advisory Committee Meeting Minutes**

Committee Discussion—None.

Public Comment—None.

**ACTION:** Moved by Moreno/Marx to approve the Consent Agenda as presented.

**Motion carried: 10:0:4**  
**Buckingham, Lichtig, Moreno and Savage abstained.**

## **BUSINESS**

### **4. Funding and Allocation**

Davison provided an overview of the VSLOC budget and staff chart, and discussed FY2015-16 funding to-date (through March). VSLOC will be moving from cash to accrual accounting in FY2016-17. Budget development for FY2016-17 is underway and will be reviewed by the Board for approval in June. This budget will be re-forecasted based on the Strategic Plan. Davison encouraged the communities to consider ACH for future TMD assessment payments.

Committee Discussion – Marx asked if the staffing costs included contract employees. Davison responded that VSLOC has no contract employees. Moreno asked for clarification on the purpose of the contingency fund.

Public Comment – None.

### **5. District Highlights to Date**

Davison recapped the target markets and key metrics of the shoulder season campaign. During this campaign, VSLOC led the way on a 10-page advertorial co-op opportunity with American Airline's *American Way* in-flight magazine, providing incredible exposure to the county. Davison noted that this was a great showpiece during VSLOC's meeting with Alaska Airlines regarding potential air service to Seattle. VSLOC also participated in a Brand USA multi-channel co-op in Canada.

Wambolt highlighted travel trade efforts in the Meeting & Conference and Tour & Travel markets, and Davison highlighted PR efforts. Davison also showed VSLOC's end-of-year recap video, and noted that VSLOC is in the process of on-boarding its new marketing agency-of-record, BCF.

Committee Discussion – Lichtig inquired about the selection process of the marketing agency, which Davison detailed. Lewis and Marx noted the buzz that the *American Way* piece had received.

Public Comment – None.

### **6. Next Steps**

BCF will be using the results of the VSLOC's feeder market awareness study, as well as its demographic and share-of-wallet study to build a new brand and marketing plan. Davison provided an update on VSLOC's strategic planning process, which is being facilitated by the Coraggio Group.

Committee Discussion.

Public Comment – None.

### **7. Open Questions and Discussion**

Davison requested feedback on the following open questions:

1. In your conversations, what are you hearing Visit San Luis Obispo County is doing well?
2. In your conversations, what criticisms are you hearing of Visit San Luis Obispo County and what areas of improvement should we consider?
3. In your specific communities, what can Visit San Luis Obispo County do for you?

Committee Discussion – Lewis noted that the American Way co-op was a big win and that Davison is very accessible. Buckingham and Lewis both noted VSLOC has done a great job of bringing the communities together. Heading noted that AMGEN was very significant for Morro Bay, and that VSLOC’s leadership has raised the banner significantly for the entire county. Howell noted that the tourism community values the relationship VSLOC has with Visit California. Lichtig noted that VSLOC is adding value to the County by targeting markets like China, which the individual communities can’t do on their own. Marx and Cuming both noted the issue of duplication of efforts in local event sponsorship, and Marx said she was concerned that the material in the shoulder season creative is not as diverse as it could be. Marx also asked if VSLOC keeps track of ROI for individual jurisdictions. Davison noted that VSLOC markets the county as a whole and work with communities to package it in a way that consumers care. Shah asked for an update on how VSLOC is addressing the illegal vacation rental issue. Heading noted that education might be an area of improvement for VSLOC. Lewis noted that research, large co-op opportunities and trade shows are all components that Pismo Beach depends on.

Public Comment – None.

## **8. Tourism Impact**

Davison presented several infographics using data from VCA’s annual tourism impact research for 2015, noting that travel spending reached \$1.58 billion and tourism jobs numbered 17,870.

Committee Discussion – None.

Public Comment – None.

## **ADJOURNMENT**

**Meeting adjourned at 5:15pm.**