



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, February 21, 2019

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 January 15, 2019 Executive Committee Meeting Minutes (*yellow*)
4. Approval of Lori Keller’s Marketing Committee Application
5. Approval of Janine Dion’s Marketing Committee Application
6. Approval of Joel Peterson’s Marketing Committee Application
7. Approval of Anne Steinhauer’s Marketing Committee Application

Staff will request Committee approval of the January 15, 2019 Executive Committee Meeting Minutes. Staff will also request approval of Marketing Committee applications from Lori Keller, Janine Dion, Joel Peterson and Anne Steinhauer to be forwarded for the Board’s consideration in March.

CEO REPORT	C. Davison
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8. 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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9. TMD Renewal Update (30 min)
Staff will provide an update on the TMD renewal process, including feedback from meetings with city managers and suggested next steps.
10. Destination Management Strategy Update (20 min)
Staff will provide an update on progress to-date for VSC’s Destination Management Strategy and outline key next steps.
11. Advocacy Update (30 min)
Staff will provide an update on advocacy efforts and request feedback from the Committee on future areas of focus.
12. Marketing Update (10 min)
Staff will provide an update on key marketing initiatives.

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

Tuesday, January 15, 2019

8:00am

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

1. CALL TO ORDER: Clint Pearce

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

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 8:03 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison reminded the Committee to RSVP for the Beginning of Year Bash, happening January 30, 2019, from 5:30pm-8:00pm at Milestone Tavern in San Luis Obispo.

CONSENT AGENDA

3. Approval of December 13, 2018 Executive Committee Meeting Minutes

4. Approval of December Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to approve the Consent Agenda as presented.

Motion carried: 3:0
Arnold and Eads arrived after the vote.

CEO REPORT

5. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for November 2018 and November 2017. He provided an HR update, noting that, effective December 21, 2018, Christine Robertson, Visit SLO CAL's VP of Community Engagement & Advocacy

transitioned into a part-time contractor role as she continues to spearhead the Destination Management Strategy planning process. Candidates are being sourced and interviews conducted for her replacement. Visit SLO CAL has recently hired Haley Ramos to fill the entry level Office Coordinator role, which replaces the Executive Assistant position. With the completion of its Operational Assessment, Visit SLO CAL has also adjusted some approved positions and has begun to schedule interviews for four positions: Partnership & Community Engagement Manager, Communications Coordinator & Film Commission Liaison, Digital Marketing Coordinator, and Marketing Coordinator. None of these are “new” positions, but rather adaptations of previously existing positions. On Monday, January 14, the City of Pismo Beach appointed Jedidiah Bickel, General Manager of SeaCrest Oceanfront Resort, to the Visit SLO CAL Board. Jedidiah will take the seat that Mark Roemer previously held, and will join the board once his confirmation has been agendized and confirmed in the March 2019 meeting. He will attend as a member of the public at the January 16, 2019 meeting to start getting up to speed. After months of work, Visit SLO CAL received notice on December 14, 2018 that the “SLO CAL®” service mark was approved on the U.S. Supplemental Register. This means that Visit SLO CAL now owns the service mark for the phrase “SLO CAL®” in Class 035 advertising and business services; previously, Visit SLO CAL registered the service mark for the SLO CAL logo. The Committee viewed Visit California’s new international Kidifornia television spot, which features the Oceano Dunes. Davison reported out on local meetings and his travel schedule for the months ahead. He also noted that the February 14 Executive Committee meeting will need to be rescheduled or canceled due to a scheduling conflict with Visit California’s Outlook Forum, and asked for committee feedback on rescheduling it for February 21, 2019 at 11:30am.

Public Comment – None.

Committee Discussion – Graves asked about Highway 1 messaging. Davison noted that he is in conversations with Tim Gubbins (Caltrans) on improving road signage for visitors traveling on Highway 1. The Committee agreed to reschedule the next meeting for February 21, 2019; Jamison noted that he would not be available to attend that meeting.

BUSINESS ITEMS

6. TMD Renewal

In December, Visit SLO CAL met with the city manager, DMO leader and appointed Board member from each community to review the guidelines of the draft Tourism Marketing District Management District Plan (MDP), and request feedback on the MDP and process as the organization works towards approval. Davison thanked the Board members who attended and assisted with their support during these important meetings. Davison reported out on these community meetings, as well as the December 21, 2019 City-County Managers Meeting. During that meeting, the city managers recommended that Visit SLO CAL perform an ROI study and delay the renewal launch slightly. The city managers will be scheduling a follow-up meeting with Visit SLO CAL in the coming weeks to provide additional feedback and recommendations, including adjustments to the renewal timeline. Davison noted that the requested ROI study would outline the projected additional return on investment that a TMD assessment increase would have on the economy, and that he has reached out to both Tourism Economics and Destination Analysts for proposal and cost estimates. The study is projected to cost between \$30,000 and \$40,000, and would delay the renewal timeline by about two months, but could lead to greater government support allowing the process to proceed at a faster pace.

Public Comment – None.

Committee Discussion. Graves asked for clarification on whether the City of Pismo Beach would be influenced by lodging partners’ support (50% of revenue + \$1) of the TMD renewal under a 2 percent/10 year model, and asked if the ROI would actually change their mind. Davison noted that a follow-up meeting with the city managers was originally scheduled for January 24, 2019, but was cancelled and is being rescheduled. This meeting would help Visit SLO CAL understand what middle ground might look like with the city managers regarding the renewal. He also noted that he has conveyed to the city managers that the Board will allow a short delay, but that the delay can’t be eternal. Graves asked what would happen if the ROI study came back and showed that the ROI was not significant enough. Davison noted that based on their experience and the inputs needed to conduct the study, the research consultants would be able to tell us that in advance of doing the work. Arnold noted that while he doesn’t think Visit SLO CAL should be paying for an ROI study, it is necessary to convince the City of Paso Robles to support the renewal. Jamison noted that the ROI report could be valuable during the Board of Supervisors hearing process as well. The Committee asked that funds only be allocated if consensus is reached by government officials on the terms of the TMD renewal.

ACTION: Moved by Arnold/Jamison to recommend that the Board allow the CEO to negotiate terms of an ROI study on the tourism marketing district assessment increase and allocate up to \$40,000 for the project in the event a consensus is reached on the terms of the renewal.

Motion carried: 5:0

7. Destination Management Strategy Update

Davison provided a progress update on the Destination Management Strategy (DMS). Christine briefed the Mayors at their January 11, 2019 Mayors Meeting and enlisted their help engaging their community stakeholders. Visioning Workshops currently scheduled for February 19-20, 2019, and invites will be going out soon. Davison noted that based on feedback from government officials, Resonance has proposed some potential modifications to the workplan. They are recommending exchanging Open Houses and an Online Forum with regional briefings of elected and community leaders in order to ensure greater buy-in amongst decision-makers. They have also recommended adding a final workshop to map roles and responsibilities for implementation for final recommendations. Davison outlined the next steps in the process and the updates to the timeline.

Public Comment – None.

Committee Discussion.

8. FY2018/19 Budget Re-Forecast

Davison provided an overview of Visit SLO CAL's proposed re-forecasted budget for FY2018/19, which reflects programs that were cut or postponed during the organization's Team Planning Retreat (December 7, 2018), and re-allocated surplus funds. A significant portion of surplus funds (\$398,000) has been re-allocated to advertising to support the launch of the Dallas flight. Revenue increases reflect the adjustment for actual income received from each community through November 2018, and the trued up re-forecasted revenue for December – June, based off of a 3% increase from last year's actual receipts (same as original budget). The increased revenue number includes \$53,000 in additional prior year assessments above budget; \$163,000 in projected Unincorporated area TMD remittance with the opening of Highway 1, and \$142,000 in co-op revenue which is off-set by the associated co-op expense. Davison noted that allocation of co-op income has changed from being subtracted from the expense line item to becoming a separate "co-op revenue" line item under "income," making the programming more transparent and to keep Non-TMD funds completely separate.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Arnold to recommend that the Board approve Visit SLO CAL's FY2018/19 Budget Re-Forecast as presented.

Motion carried: 5:0

9. Marketing Update

Davison provided an update on travel trade efforts and key marketing initiatives. He also reported out on paid, earned and owned media results, and outlined the proposed Media Plan for Dallas.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Arnold/Jamison to adjourn at 9:28 am.

PROFESSIONAL SKILL OVERVIEW

- Digital marketing expertise, with complete understanding of strategy and brand development
- Innovative and experienced multi-property hospitality professional
- Successful track record of leading teams, growing revenues and improving profitability
- Excellent leadership skills that demonstrate adaptability, flexibility and the ability to motivate staff and vendors to exceed expectations
- Strong communication, analytical, and financial management skills
- Enthusiastic, creative, entrepreneurial style
- Exceptional project management skills

Blu Hotel Management, Santa Barbara, California

Principle/Owner February 2019 - Present

Oversee the San Luis Obispo County hotel management contracts which currently include Avila Village Inn.

Momentum Strategies, Paso Robles, California

President/CEO August 2018 - Present

Serve as the leader of the company focused on successful marketing strategy and execution focused on tourism and hotel marketing clients.

Martin Resorts, San Luis Obispo, California

Chief Executive Officer February 2017-June 2018

Vice President, Strategy March 2016-February 2017

Vice President, Marketing & Sales July 2013 - March 2016

Significantly altered the marketing direction of the company toward a digital/online focus, restructured processes and procedures to drive efficiencies, and delivered a high level of customer service to the hotel operations team. With a focus on big picture strategies, along with tactical refinements, and an effort to drive cost savings, increased revenue (same number of rooms) by more than 25 percent. Successfully rebranded two Best Western PLUS hotels to boutique independent hotels significantly increasing RevPAR. Developed strategies, including the construction of 24 additional rooms in Paso Robles which will help drive future company value.

EliteMeetings.com, Santa Barbara, California

Branding Strategy Consultant 2012 - 2013

Developed B2B strategic marketing plan for EliteMeetings.com - a website portal matching meeting planners with luxury hotels. Prioritized plan to utilize existing resources and recommended phased approach to overall execution. Plan included overarching brand messaging, inbound marketing strategies, customer lifecycle mapping with triggered email marketing, a loyalty program, public relations outreach (including white paper strategies, blog and social), key results/performance dashboard, and other digital marketing strategies to drive qualified leads.

Pacifica Hotel Company, Santa Barbara, California

Vice President, Marketing and Sales 2003 - 2012

Responsible for \$100 million in revenue for Pacifica Hotel Company, the largest operator of independent boutique California coastal hotels. Successfully generated revenues through the development and execution of innovative, customized business plans for 26 hotels and all company-managed restaurants. Led the revenue team for the company.



VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Janine Dion
COMPANY: Boutique Hotel Collection
ADDRESS: 285 Bridge St, San Luis Obispo, CA 93401
PHONE: (805) 544-4444 EMAIL: janine@cliffshotelandspa.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 7
TOURISM-RELATED MARKETING EXPERIENCE:

Currently running social media profiles for Cliffs Hotel and Spa (3 total) and Sycamore Mineral Springs Resort (1 currently, creating 2 others). In addition to creating in house marketing materials for Cliffs Hotel and Spa and designing and placing advertisements in local and national publications. Assisting other BHC properties, making sure that they are up to date on all social media trends and updates.

Employment History

CURRENT EMPLOYER: Boutique Hotel Collection/Cliffs Hotel and Spa YRS OF SERVICE: 3
TITLE: Marketing and Social Media Manager
PAST EMPLOYER: Sycamore Mineral Springs YRS OF SERVICE: 4
TITLE: Front Desk Supervisor

Community/Board Involvement

ORGANIZATION: Pismo Beach Hospitality Association TITLE: Secretary
DATES OF INVOLVEMENT: December 2015 - present
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

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 Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Janine Dion

1106 Oceanaire Drive #49, San Luis Obispo, CA 93405

janine.dion@gmail.com

707.536.3238

To Whom It May Concern,

I am interested in applying to the Visit SLO CAL Marketing Committee. I was informed about the open position by Christen Goldie, the former committee member and Revenue and Marketing Manager at the Apple Farm. I would love to be given the opportunity to join your team. I have worked in the hospitality industry for over seven years now and have developed a true love of working in this industry and for marketing within this community and to outside markets.

For Boutique Hotel Collection, I currently serve as the Social Media Manager. With my position, I am responsible for maintaining a thorough knowledge of all new advancements in the main social media platforms and implementing new strategies as new features are available. Currently, I am running all three of the Cliffs Hotel and Spa profiles and now working with Sycamore to expand their social media presence to also include their spa and restaurant. In the past year and a half, I have increased the Cliffs Hotel and Spa instagram followers by 210% and am on pace to get us to 10k followers by the end of the year. We have created a strong brand centered around the hashtag "Let Yourself Coast" and frequently utilize that phrase in both our print and digital media advertising.

I am responsible for scheduling and attending meetings with all of our General Managers on a weekly basis and leading our monthly Sales and Marketing meeting with our sales and marketing managers from all of our properties. It was at this meeting that Christen Goldie would report back on what was going on with the Visit SLO CAL Marketing Committee which would enable us to work on aligning our marketing objectives with that of SLO CAL. In addition to my work with Boutique Hotel Collection, over the past 3 years I have served on the Pismo Beach Hospitality Association as the secretary; scheduling and attending meetings, creating agendas and completing meeting minutes, while maintaining a relationship with the Pismo Beach CVB and with the various General Managers and Vacation Rental owners that are members.

I would be an ideal candidate for the Marketing Committee, as I have a connection to both San Luis Obispo and Pismo Beach. We have valued the knowledge that Christen has been able to bring to our meetings and hope to continue a strong relationship with the Visit SLO CAL Marketing Committee long after her departure. I would love the opportunity to further discuss with you what I feel I could bring to your organization. If you would like to get in touch with me feel free to call me at (707) 536-3238 or email me at janine@cliffshotelandspa.com.

Thank you for your time and consideration.

Sincerely,

Janine Dion

Janine Dion

1106 Oceanaire Drive #49, San Luis Obispo, CA 93405

janine.dion@gmail.com

707.536.3238

Education California Polytechnic State University, San Luis Obispo

Bachelor of Science Degree

Major: Graphic Communication

Concentration: Web and Digital Media

Graduated June 2014

Work Experience **Boutique Hotel Collection - Social Media Manager**

November 2018 - Present

Assists the properties with their social media, assisting them with managing their presence on social media channels and developing compelling content to engage audiences.

Cliffs Hotel and Spa -

Marketing and Social Media Manager: November 2018- Present

Wine Waves and Beyond Event Coordinator: December 2015 - Present

Social Media & eMarketing Strategist: September 2017 - November 2018

Manages, implements and markets the social media, eMarketing and content creation initiatives for Cliffs Hotel and Spa, Marisol Restaurant, and DiaFeliz Spa including promoting and capturing local, on property, and promotional activities. Manages hotel email database and assists to plan out and design email offers for the hotel and spa. Designs in house marketing materials. Plans and executes Wine, Waves and Beyond, a three day event which is intended to elevate the awareness of Pismo Beach while raising money for local charities and non-profit organizations. Applied and filed all appropriate permits with ABC as well as with the City's Special Events Committee.

Pismo Beach Hospitality Association - Secretary

December 2015 - Present

Attend monthly meetings and record minutes and distribute updates on behalf of the association's board and coordinate Annual Mixer intended to raise funds for local non-profit organizations.

Inn at the Cove - Guest Services Manager

June 2015 – December 2015

Managed the Front Desk Agents and the day-to day management of the hotel back office procedures. Interviewed and hired employees for open positions within the company. Responsible for inventory and ordering of supplies, inputted all invoices for the hotel, and managed the billing of all FIT companies. Encouraged employees to make budget and bonus goals for hotel revenue. Implemented a new system for managing amenities and found new vendors increasing the profit for the hotel.

Sycamore Mineral Springs Resort -

Front Desk Supervisor: June 2014 - June 2015

Spa Reservationist/Cashier: May 2011 - June 2014

Supervised the on duty Front Desk Agents, Bellman, and reservationists. Resolved guest problems quickly and efficiently. Monitored daily management of online booking sites (Expedia, Booking.com, Orbitz). Responsible for training new front office employees and emphasizing strong customer service values. Fostered strong working relationships with all hotel departments. In the Health and Wellness Department made appointments and managed schedule for massage therapists. Focused on customer service and exemplified the hotel's mission statement.



VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Joel Peterson
COMPANY: Paso Robles Wine Country Alliance
ADDRESS: 1446 Spring St. Paso Robles, CA 93446
PHONE: 805-610-2204 EMAIL: jpeterson@pasowine.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 15+
TOURISM-RELATED MARKETING EXPERIENCE:

I've worked in the wine & beer industry for 15+ years in branding, marketing & public rela

Employment History

CURRENT EMPLOYER: Paso Robles Wine Country Alliance YRS OF SERVICE: -
TITLE: Executive Director
PAST EMPLOYER: Firestone Walker Brewing Co. YRS OF SERVICE: 2
TITLE: Marketing Manager

Community/Board Involvement

ORGANIZATION: Paderewski Festival TITLE: Board Member
DATES OF INVOLVEMENT: 2008 - current, past president, co-founder of festival
ORGANIZATION: Paso Robles Joint Unified School Board TITLE: Board Member
DATES OF INVOLVEMENT: 2012 - current
ORGANIZATION: Paso Robles Tourism Collaboration Com TITLE: Member
DATES OF INVOLVEMENT: 2014 - 2016

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 Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

January 31, 2019

To the Visit SLO CAL team,

I would like to apply for the marketing committee with the Visit SLO CAL organization. I am the incoming Executive Director for the Paso Robles Wine Country Alliance and have a vested interest in this committee.

I've spent over 15 years in the wine industry, working in marketing, organizational management and public relations. Specifically, my background in branding, telling stories and building industry relationships fits the key necessities of the role. I've worked at Hope Family Wines developing key new brands, including the Troublemaker label. I've helped wineries redesign websites, labels and logos, both internally and with design agencies. Most recently, I've been in Firestone Walker marketing dept. working on the new beer projects for 2019 including Mind Haze and Rosalie.

I look forward to speaking with you and learning more about the committee. It would be an honor.

Kind regards,

Joel Peterson
805-610-2204

Joel Peterson



A proven leader with deep roots in Paso Robles; passionate about this wine region, building relationships and finding creative solutions.

PROFESSIONAL EXPERIENCE



Firestone Walker Brewing Company, Paso Robles, CA **Marketing Manager**

2017 - Current

- Manage 20+ person marketing department that encompasses four teams: creative, trade, media and events. Responsible for hiring, setting KPIs, and annual performance reviews.
- Execute annual strategic marketing plan for national distribution with marketing team.
- Lead tactical marketing efforts with 85-person sales team and distributor network.
- Oversee and manage media plan (organic/paid) that includes social media, public relations, and digital advertising. Concept, produce and direct Firestone core brand video projects.
- Improved creative delivery process that resulted in completing 15% more projects on time.
- Developed new opportunities for regional event activations including CA Mid-State Fair, Wildflower Triathlon, Paso Pops and Sip & Savor at the Tournament of Roses.



Solterra Strategies, Paso Robles, CA **Strategist / Director of Communications**

2013 - 2016

- Directed public relations efforts for ten wineries. Focus on wine, travel, and lifestyle publications. Strong background in pitching story lines, sample submissions, media tours, and public speaking. Wrote and distributed 50+ press releases.
- Created strategic plans for winery clients including award programs, collateral development and photo/video projects. Developed and wrote the winning Green Award application for Halter Ranch Vineyard for Sustainable Winegrowing Leadership Awards.
- Built strong network of wine media and developed media trips for clients that brought journalists to Paso Robles and El Dorado regions, resulting in regional and national press.
- Led organizational management, marketing and public relations of regional and national wine organizations (Rhone Rangers, World of Pinot Noir, El Dorado Wine Association).



Hope Family Wines, Paso Robles, CA **Director of Communications**

2008 - 2013

- Managed national public relations and marketing efforts for five wine brands, including developing and launching the Troublemaker brand. Co-wrote and directed winery videos.
- Increased winery profile at national wine events and local/regional awareness of brands.
- Traveled extensively to speak about the brands, brief publications, and grow media profile.
- Grew sales markets with national sales team, worked with distribution partners on co-marketing, wrote press releases, website copy, brochure content and tasting notes.

Marketing Manager

2005 - 2008

- Led marketing campaigns of entire brand portfolio, created initial social media platforms, developed point-of-sale materials for sales team. Led winery website re-design and updated content and photography. Managed legal trademarks for winery brands.

Joel Peterson

PROFESSIONAL EXPERIENCE CONTINUED



Crusader Entertainment, Los Angeles, CA

2002 - 2003

Production Supervisor

- Led crew of 80 and managed \$30M budget and production schedule for *Game of Their Lives* (motion picture), shot on location in St. Louis, MO.
- Read scripts, created budgets, oversaw hiring of department leads, scouted locations, managed scout team, managed budget projections, opened and closed production offices.



Various Film Productions, Los Angeles, CA

1995 - 2000

- Production Supervisor, *MTV's Undressed* (seasons 1-3)
- Line Producer/Associate Producer, *Purpose* (\$7M budget)
- Unit Production Manager, *The Cure For Boredom* (\$650K budget)
- Unit Production Manager/Co-producer, *The Last Best Sunday* (\$500K budget)
- Production Coordinator, *Tortilla Soup* (\$5M budget)
- Production Coordinator, *Dusk till Dawn, II & III* (\$10M budget)
- Post Production Assistant, *Nightwatch* (\$12M budget)
- Production Assistant, *Tin Cup* (\$45M budget)



RELEVANT WINE EXPERIENCE

Coit Liquor, Fine Wine Manager
L'Aventure Winery, Harvest Crew
JUSTIN Winery, Harvest Crew
Whole Foods, Wine Dept. - West Los Angeles store

2004
2003
2001
2001



AWARDS + COMMUNITY INVOLVEMENT

Paso Robles Joint Unified School District, Board Member, 2012 – current
Twin Cities Community Hospital, Board Member, 2016 – current
City of Paso Robles, Planning Commissioner, 2007 – 2012
City of Paso Robles, Tourism Collaboration Committee, 2013-2016
Paderewski Festival, President, 2006-2011, Board of Directors, 2006-2018
Top 20 under 40, SLO Tribune, 2012
Wine Spectator Video Contest, 1st place winner, 2011



EDUCATION

University of Arizona, Tucson, AZ

1991 - 1995

- Bachelor of Arts, Media Arts



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Anne Steinhauer
COMPANY: San Luis Obispo Wine Association
ADDRESS: PO Box 607, Pismo Beach, CA 93448
PHONE: 805.541.5868 EMAIL: anne@slowine.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 11
TOURISM-RELATED MARKETING EXPERIENCE:

Over the last 11 years, I have worked in tourism-related marketing, specifically for the wine industry.

Employment History

CURRENT EMPLOYER: SLO Wine Association YRS OF SERVICE: Start 2/4/19
TITLE: Executive Director
PAST EMPLOYER: 6539 Consulting YRS OF SERVICE: 4
TITLE: Owner

Community/Board Involvement

ORGANIZATION: Napa County Historical Society TITLE: Board of Directors
DATES OF INVOLVEMENT: June 2018 - January 2019
ORGANIZATION: St. Helena Hospital Foundation Board of Ambassador TITLE: Ambassador
DATES OF INVOLVEMENT: 2014-2018
ORGANIZATION: Napa County Fairgrounds TITLE: Board of Directors
DATES OF INVOLVEMENT: 2012-2018

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February 1, 2019

San Luis Obispo Cal Marketing Committee
Jordan@SLOCAL.com

Subject: Application for the SLO CAL Marketing Committee

To Whom it May Concern,

I have attached my application for the SLO CAL Marketing Committee, upon recommendation of Heather Muran. I was just recently hired as the executive director of the San Luis Obispo Wine Association and start on Monday, February 4, 2019.

My experiences over the past ten years include the Community Relations Manager for the Napa Valley Vintners, the Executive Director of the Napa County Red Cross and with my own consulting business, 6539 Consulting. As a consultant, I provided community relations and nonprofit management to the Napa Open Space District, and the Napa Valley Coalition of Nonprofit Agencies. I just recently finished as the consulting executive director of the nascent trade group, the Napa Valley Cannabis Association. I do my best work with Boards of Directors and members in formulating, communicating, and implementing strategic plans.

As a nonprofit executive director, I fully understand the power of fundraising. I have experience in managing membership organizations, specifically for agricultural trade associations and in the ongoing work to maintain membership satisfaction. In addition, I have experience with complex events that drive destination marketing, increase membership benefits, and raise funds.

I also have extensive destination marketing and public relations experience with the Napa Valley Vintners, the Napa Open Space District, and the Napa Valley Cannabis Association. This includes utilizing tools from the world wide web, use of newsletters, and working with traditional media. I understand the strength of place and believe that San Luis Obispo has an amazing story to tell.

I have experience in managing day-to-day activities; maintaining the budgets; implementing programs; raising funds; maintaining membership satisfaction; and working with a diverse group of Board members. Lastly, I have extensive experience in working with government leaders, community members, and volunteers in pulling towards a common goal. This is why I work in nonprofit management: to help the community come together around a common mission.

Thank you for considering my application and if you have any questions, please let me know. I look forward to continuing the conversation.

Sincerely,
Anne Steinhauer
Anne@SLOWine.com
(805) 541-5868 (as of 2/4/19)
(707) 287-6539 (until 2/4/19)

1044 A La Londe Lane
Napa, CA 94558

Anne Steinhauer

(707) 287-6539
ASteinhauer18@gmail.com

Experience

6539 Consulting (2015 to Present)

Building stronger businesses, organizations, or programs, through management, government relations, community relations and communications with a focus on positive public awareness and support.

Current Projects:

- Consulting Executive Director of the Napa Valley Cannabis Association

Past Projects:

- Field Representative for Diane Dillon for Supervisor (culmination in a win for a 5th term);
- Community Relations for the Napa Open Space District;
- Interim Executive Director for the Napa Valley Coalition of Nonprofit Agencies; and
- Consultant for the Disaster Relief Fund at the Napa Valley Community Foundation.

Napa County Red Cross (2012 to 2014)

Implemented the American Red Cross mission of preventing and alleviating human suffering in times of emergency by mobilizing the power of volunteers and the generosity of donors in Napa County by managing a diverse Board of Directors and a volunteer cadre of over 100 for a team approach to core mission delivery, fundraising, and external relations. Responsible for overall revenue and expense goals for the chapter, raising \$1m from July 2012 to November 2014.

Napa Valley Vintners (2008 – 2012)

Managed programs focusing on strengthening goodwill for the Napa Valley wine industry through community awareness programming, building sustainability initiatives, and managing political issues. Created and implemented a cross-team community outreach campaign, including use of media, advertising, opinion editorials, e-newsletters, and speaking forums, while building strong relationships with local elected officials. Monitored and evaluated local issues for pertinence to the wine industry and lobbied on its behalf. Oversaw three annual events and collaborated on two major fundraisers including Premiere Napa Valley, (raised \$3.1m in 2012), and Auction Napa Valley (raised \$8m in 2012).

National Democratic Institute (2004 –2007)

Managed democracy development programs for a team based in Iraq including staffing, budgeting, negotiations, sub-grantee partnerships, and designing and implementing international training programs in Croatia, Jordan, Lebanon, & Romania for Iraqi citizens. TDY in Israel in 2005 to develop a code-of-conduct for Palestinian political parties to implement during the election season. Managed organizational input for a successful \$50m grant proposal from the U.S. Department of State.

U.S. House of Representatives (1998-2001)

Advised and supported Congresswoman Lucille Roybal-Allard and Congressman Mike Thompson by researching, drafting and monitoring legislation, representing Members in meetings, designing and implementing constituent mail response programs, developing targeted educational direct mail programs and drafting constituent letters for the Member's signature. Volunteered for the Al Gore for President and the Mike Honda for Congress campaigns.

Education

- Monterey Institute of International Studies, Master of Arts Degree in International Policy, (2003)
- International Institute for Mediation and Conflict Resolution, The Hague, (summer 2003)
- Proyecto Linguistico Francisco Marroquin, Guatemala, (summer 2002)
- University of California Santa Cruz, Bachelor of Arts Degree in Anthropology, (1996)

Board of Directors

- Napa County Historical Society, Napa (2018-Present)
- St. Helena Hospital Foundation Board of Ambassadors, St. Helena (2014-2018)
- Napa County Fairgrounds, Calistoga (2013 to 2017)
- Calistoga Chamber of Commerce, Calistoga (2009 to 2013)
- Farmworker Housing Committee, Napa County (2008 to 2012)

Other Activities

- Friedrich Naumann Foundation – Conference Participant (2012 - Present)
- Leadership Napa Valley, Napa, CA - Member, Class 23 (2009-2010)
- American Council on Germany - Participant, Youth Leadership Conference, Germany (September 2005)
- Everybody Wins Reading Program, Washington, D.C. - Volunteer (1999-2001)
- Divemaster, Koloa Hawaii (1996)

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 51.8 in December 2018 indicates that travel to or within the U.S. grew 3.6% in December 2018 compared to December 2017.

LTI predicts travel growth will moderate through June 2019, supported primarily by growth in domestic demand.

Overall travel volume (person trips to or within the U.S. involving a hotel stay or air travel) grew at a faster year-over-year rate in December 2018 than in November 2018. While all travel segments grew in December, an acceleration in domestic business and leisure travel more than offset a modest deceleration in international inbound travel.

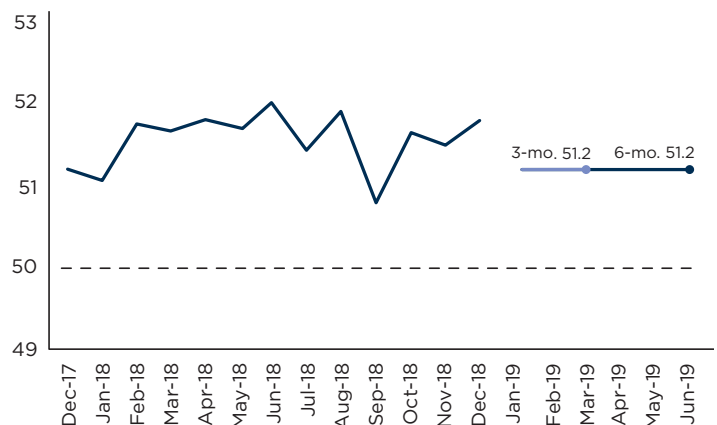
HIGHLIGHTS:

* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 108 straight months, as the industry nears its 10th consecutive year of expansion.
- The CTI was positive in December, registering 51.8 (indicating 3.6 percent y/y growth). This is above the 6-month moving average (51.5).
- International inbound travel grew a moderate 2.8% in December, the eighth consecutive monthly rise. Nevertheless, the Leading Travel Index (LTI) continues to project inbound travel growth will decelerate over the next six months.
- Domestic leisure travel continued to build upon its recent strength and grew 4.0% in December, while the business segment grew 2.6%, on par with its 6-month moving average.
- The 6-month LTI reading of 51.2 indicates that total U.S. travel volume is expected to grow at a rate of around 2.4% through June 2019. Domestic travel is expected to grow at a slightly faster pace of 2.6%, while international travel growth is expected to decelerate to 2.0% over the same period.

December Travel Trends Index

Current Travel Index and Leading Travel Index Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“With all 12 months’ data now in, the Travel Trends Index shows that, travel to and within the U.S. grew faster in 2018 than in 2017. While international and domestic leisure growth was steady, the most impressive news is that business travel had its best year since 2010.”

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
November Index	51.5	51.1	51.1
December Index	51.8	51.2	51.2
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 Jan 2019 to Mar 2019

** Average outlook reading for Jan 2019 to Jun 2019

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 travel demand increased 3.6% in December compared to December 2017. Both the business and leisure segments showed firm growth at or above each segment's respective 6-month trend. The leisure segment (4.0% growth) outperformed the business segment (2.6%). Vacation intentions remain upbeat despite early signs of softening consumer confidence and business investment relative to robust 2018 levels.

International inbound travel expanded 2.8% in December, slightly faster than its 6-month moving average. However, there are new indications that global growth and trade activity will cool over the course of 2019. This, coupled with an appreciation of the dollar during the second half of 2018, supports an expectation of weaker international demand growth through the first six months of the new year.

Travel Trends Index Summary

	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	October	November	December	3-month*	6-month**	Direction	Speed
Total Market	51.5	51.6	51.5	51.8	51.2	51.2	Increasing ▲	Slower
International	51.3	51.2	51.9	51.4	50.5	51.0	Increasing ▲	Slower
Domestic	51.5	51.7	51.5	51.8	51.2	51.3	Increasing ▲	Slower
Business	51.3	51.9	51.1	51.3	51.7	51.7	Increasing ▲	Faster
Leisure	51.6	51.6	51.7	52.0	51.0	51.1	Increasing ▲	Slower

* Average outlook reading for Jan 2019 to Mar 2019
 ** Average outlook reading for Jan 2019 to Jun 2019

December Domestic and International Travel Index

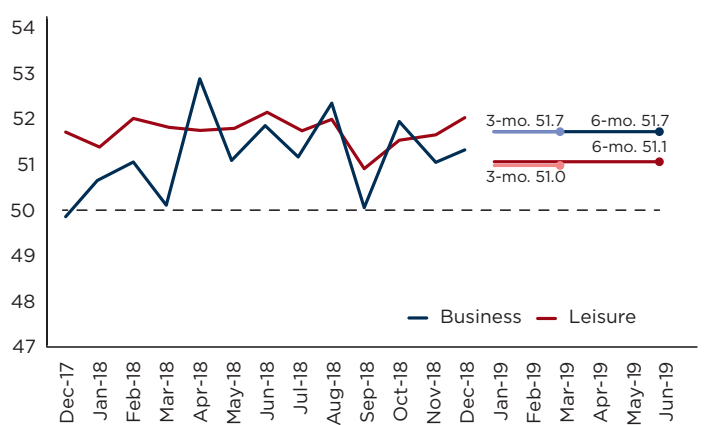
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

December Domestic Business and Leisure Travel Index

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



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.