



# MINUTES

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, July 20, 2016

8:30am

Avila Lighthouse Suites

550 Front Street, Avila Beach, CA 93424

**1. CALL TO ORDER:** Jay Jamison

**PRESENT:** John Arnold, Kathy Bonelli, James Davison, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, Clint Pearce, Val Seymour, Roger Wightman

**ABSENT:** Noreen Martin, JP Patel, Nipool Patel, Rachel Patranella

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

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**Call to Order at 8:35am.**

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

None.

**ANNOUNCEMENTS**

None.

Board Discussion.

Public Comment – None.

**CONSENT AGENDA**

**3. Approval of June 15, 2016 Board Meeting Minutes  
Approval of June VSLOC Financials  
Approval of Heritage Oaks Bank Account Closure**

Board Discussion.

Public Comment – None.

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

**Motion carried: 11:0**

**CEO REPORT**

**4. CEO Report**

Global People China Magazine's latest edition included a 20+ page California supplement featuring Visit San Luis Obispo County and other California DMOs. This resulted from the Visit California CEO Mission in China.

Key takeaway summaries of both research studies are now available on the Members Area of the VSLOC website.

C. Davison reported on conversations he has heard among local lodging communities regarding occupancy and RevPAR trends.

VSLOC was invited to present its research findings at the July San Luis Obispo County Mayors Meeting held in Pismo Beach on July 1, 2016. The meeting included discussion on the AirBnB/illegal vacation rental issue.

SLOC will be included in the new Visit California TV spot. The ad will feature sand boarders in the Oceano Dunes. C. Davison thanked Noreen Martin for her continued assistance with keeping VSLOC top-of-mind with Visit California as the BOD COO.

C. Davison provided a status update on the VSLOC positions that are currently open and an update on his summer travel schedule.

Board Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. Strategic Plan**

Coraggio Group is assisting with the development of Operational Planning services for the VSLOC Strategic Plan. C. Davison reviewed the estimated timeline, and noted that he will provide the Board with staff recommendations on priorities and budget impacts which will likely occur at the October BOD meeting.

Board Discussion.

Public Comment – None.

### **6. Alaska Airlines Update**

On June 29, SLO County Regional Airport held a press conference unveiling Alaska Airlines' nonstop service between San Luis Obispo (SBP) and Seattle (SEA). Daily flights begin April 13, 2017 and tickets are now available. This is a major victory for SLO County tourism. VSLOC worked closely with the airport and the SLO EVC in persuading Alaska Airlines to begin service in the County. C. Davison discussed next steps including some grassroots marketing efforts in Seattle prior to the advertising market launch.

Board Discussion.

Public Comment – None.

### **7. CEO Contract Update**

Jamison provided an overview of the criteria for the CEO Year 2 Bonus Compensation Metrics as agreed to as part of the CEO Contract. The initial contract bonus of 10% is tied to VSLOC operation, as was the case in year 1, and the additional contract bonus of up to 10% is tied to Strategic Direction 2020, and based on the 3-Year Strategic Imperatives.

Board Discussion.

Public Comment – None.

## **8. Travel Trade Update**

Wambolt reported out on IPW 2016 and provided feedback to the Board. He noted that early registration for IPW 2017 closes July 29, 2016. Other opportunities for co-op involvement included a Meeting & Conference Sales Mission in the San Francisco Bay Area (August 17-18, 2016), a Tour and Travel Sales Mission in Los Angeles (September 2016), a Meeting & Conference hosted FAM (October 2016) and the CalSAE Seasonal Spectacular (December). Wambolt also noted that there are opportunities for hotels to take advantage of the Tour & Travel market, and that he would be happy to discuss this with any hotel partners and work one-to-one to help educate any partners that want to learn more about the Travel Trade space.

Board Discussion.

Public Comment – None.

## **9. Appointed Seat Reporting**

VSLOC has had some discussion with communities on how information from BOD meetings is reported out to individual communities. C. Davison asked Wightman to discuss how he reports out on VSLOC initiatives and progress to the Pismo CVB.

Board Discussion. Wightman discussed how he is part of every Pismo Beach CVB agenda, and that the notes from those meetings go to the City Manager in the official meeting notes. He encouraged the other Board members to do the same with their own community's TBIDs. J. Davison asked if VSLOC could send out draft minutes after the meeting. C. Davison noted that VSLOC could provide watermarked "draft" minutes within a week of the meeting beginning this month.

Public Comment – None.

## **10. Marketing Agency Update**

VSLOC signed the contract with BCF Agency, and the 60-day immersion process will be complete at the end of the week. C. Davison noted that the Statement of Work will be provided prior to September 1, 2016, and that the Marketing Plan will be provided by November 1, 2016. The Board will review for approval at the October or November Board meeting.

Board Discussion.

Public Comment - None

## **PRESENTATION**

### **11. BCF Agency**

Greg Ward and Keith Ireland of BCF Agency discussed the feedback and insights they received in their stakeholder interviews and intercepts during their SLO County immersion, as well as a timeline of next steps.

Board Discussion.

Public Comment - None

## **ADJOURNMENT**

**Meeting adjourned at 9:57am.**