



Minutes

Visit San Luis Obispo County Board of Directors

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Meeting Minutes

Wednesday, March 16, 2016

8:30am

Hilton Garden Inn

601 James Way, Pismo Beach, CA 93449

1. CALL TO ORDER: Jay Jamison

PRESENT: James Davison, Mark Eads, Aaron Graves, Jay Jamison, Noreen Martin, Sam Miller, Nipool Patel, Rachel Patranella, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: John Arnold, Kathy Bonelli, Jim Hamilton, JP Patel

STAFF PRESENT: Chuck Davison, Brendan Pringle, Kylee Jepsen

Call to Order at 8:41am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The Board welcomed VSLOC's newest Board member, Aaron Graves (Burton Inn), who now holds the B&B seat on the Board.

Davison noted that the Visit California Dream Eater videos featuring San Luis Obispo County are now live, and the Board viewed the YouTube video of the Dream Eater at Splash Cafe.

Davison noted that at Visit California's Poppy Awards in February, San Luis Obispo County collected 3 of the 10 statewide tourism awards, the most of any county in California.

The Board watched a short video about the Pismo Beach Coastal Bluffs project that Martin is spearheading.

Davison asked the Board to keep JP Patel and his family in their thoughts and prayers as they support his father in his last days.

Board Discussion.

Public Comment – None.

CONSENT AGENDA

3. Approval of February 17, 2016 Board Meeting Minutes

4. Approval of February VSLOC Financials

Board Discussion.

Public Comment – None.

ACTION: Moved by Eads/Martin to approve the February 17, 2016 Board Meeting Minutes as presented.

Motion carried: 11:0

Moved by Seymour/Pearce to approve the February VSLOC financials as presented.

Motion carried: 11:0

BUSINESS ITEMS

5. Marketing Agency RFP

On February 25, the Marketing Committee selected 5 finalists out of the 13 proposals that were received: BCF, Asterix, M&C Saatchi, Mindgruve and Belmont. On March 8, the Marketing Committee heard oral presentations from the 5 finalists. The Marketing Committee was not able to reach consensus, and recommended both BCF and M&C Saatchi for consideration by VSLOC for a recommendation to the Board. Pringle recorded the oral presentations on his computer, and Davison has viewed all of them. Based on Davison not being able to attend the presentations due to emergency surgery, he asked the Board to table the discussion until the April meeting, while VSLOC staff digs deeper into the two agencies and has the opportunity to visit their offices and complete due diligence.

Board Discussion. The Board reached consensus that the item be tabled until the April meeting.

Public Comment – None.

6. Booking.com Update

The Booking.com booking engine is live on the VSLOC site as of March 10, 2016. Davison discussed placement of this tool on the VSLOC website. VSLOC intends to present results to the Board over the next three months.

Board Discussion.

Public Comment – None.

7. Strategic Planning

Davison has begun contract negotiations with Coraggio Group for a 3-year strategic plan, and is working with Coraggio on planning team selection, stakeholder interviews, and a stakeholder survey that will be emailed out. Davison discussed the timeline for completion.

Board Discussion. The Board recommended adding Pearce to the planning team. Pearce accepted the recommendation. The Board also agreed to establishing a Board taskforce to review the recommendations of the planning team monthly as they work through the plan.

Public Comment – None.

8. Conference Center Feasibility Study

Initial discussion suggests the need for countywide conference space may be an item on VSLOC's strategic plan. VSLOC is exploring consultant options for BOD review, including the cost to conduct a conference center feasibility study for SLO County. Davison discussed the steps involved if pursued, and noted that the study would determine overall demand.

Board Discussion. The Board agreed that this was an item that should be pursued.

Public Comment – None.

9. Research Update

The VSLOC Research Project is currently in progress. Testing of the two surveys is underway and Merrill Research expects those to go live for collection before the end of the month. Results of the Target Market Awareness Study will be presented at the Tourism Exchange, scheduled for May 6, 2016 at the Fremont Theatre.

Board Discussion.

Public Comment – None.

Davison noted that Item #10 has been pulled from the agenda and will be scheduled for another meeting.

11. Fall Campaign Update

The American Airlines advertorial co-op in American Way Magazine was submitted. The ten-page spread appears in the April issue, US wide, and the total cost was \$180,000. VSLOC assumed \$75,000 of the cost plus the agency commission. The Board viewed the advertorial creative.

Davison presented the marketing campaign metrics for the month of February.

Board Discussion.

Public Comment – None.

CEO REPORT

12. CEO Report

VSLOC organized a vacation rental roundtable with representatives from several vacation rentals throughout the County, as well as BOD member Jim Hamilton and 3 other County representatives who authored the draft ordinance. VSLOC is publishing notes and minutes for the meeting, and making suggestions for changes to the draft.

The 2016 San Luis Obispo County Tourism Exchange is happening May 6, 2016 at 1pm-5pm at the Fremont Theatre in San Luis Obispo. A reception will follow from 5:30pm-7pm at the Mission San Luis Obispo de Tolosa Gardens.

Davison highlighted VSLOC's out-of-market sales efforts, marketing efforts, and public relations efforts, and notified the Board that the VSLOC office will be moving to its final space next door to its current office from Friday, March 18, 2016 to Monday, March 21, 2016.

Board Discussion.

Public Comment – None

ADJOURNMENT

Meeting adjourned at 10:01am.