



Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, November 18, 2015

8:30am

Allegretto Vineyard Resort
2700 Buena Vista Dr., Paso Robles, CA 93446

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathleen Bonelli, James Davison, Mark Eads, Lois Fox, Jim Hamilton, Jay Jamison, Noreen Martin, Sam Miller, Rachel Patranella, Clint Pearce, Val Seymour, Roger Wightman

STAFF PRESENT: Chuck Davison, Kylee Jepsen, Brendan Pringle, Michael Wambolt

Call to Order at 8:32am.

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Brown Act Training has been rescheduled to November 30, 2015 at 8am at the Quality Suites in San Luis Obispo.

TOT is up 18.3% year over year for the last reported month.

Board Discussion.

Public Comment – None.

CONSENT AGENDA

- 3. Approval of October 20, 2015 Board Meeting Minutes**
- 4. Approval of October VSLOC Financials**
- 5. Approval of October SAVOR Financials**

Board Discussion—None.

Public Comment – None.

C. Davison asked the Board to approve the Consent Agenda.

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

Motion carried: 13:0

BUSINESS ITEMS

6. Marketing Plan

Board members received a copy of the Visit San Luis Obispo County Marketing Plan for July 2015-June 2016. VSLOC will be submitting a copy to the County of San Luis Obispo. The 2016/2017 Marketing Plan will begin development in February 2016 for May 2016 approval.

C. Davison asked the Board to approve the 2015/2016 VSLOC Marketing Plan as presented.

Board Discussion.

Public Comment—None.

ACTION: Moved by Wightman/Martin to approve the 2015/2016 VSLOC Marketing Plan as presented.

Motion carried: 13:0

Item 8 on the agenda was reversed with Item 7.

8. New Website Update

The current VSLOC website will be three years old in February. The agency that produced the site, Kraftwerk, will not use creative that is provided by another company, which has created many issues. All the media that was approved by the Board is for naught if visitors aren't able to land on a page that is engaging. C. Davison proposed using Simpleview to build a new, more responsive and more engaging website. Simpleview would manage the buildout, and provide a shopping cart model, which would allow VSLOC to add components as the site grew. Year One cost would be \$24,000 for the initial build, plus the annual license fee of \$22,000. The annual license fee would be \$22,000 in the years to follow. A full revamp in the future would cost approximately \$10,000. VSLOC has \$48,000 budgeted this year for a new website build.

C. Davison asked the Board to approve contracting with Simpleview for the development of a new website.

Board Discussion.

Public Comment—None.

ACTION: Moved by Fox/Eads to approve contracting with Simpleview for the development of a new website.

Motion carried: 13:0

7. Booking Engine Changes

VSLOC is looking to replace its current JackRabbit booking engine model, which costs \$40,284 annually, and offers less than optimal tracking. Options include a 3rd party solution (likely Regatta), an OTA model (likely Booking.com), and removing the booking engine from the VSLOC website altogether.

The OTA (Booking.com) model would be a free solution to VSLOC, and offers detailed reporting and a 40% revenue share on commissions from lodging partners. Many lodging partners are already connected to Booking.com. The Executive Committee's recommendation was the OTA (Booking.com) model.

Regatta's model directly connects to each facility, and offers robust reporting. The cost would either be an annual fee (equal to JackRabbit) or no fee, but a 10% commission on bookings by suppliers. Participating partners have to have a channel management system or pay for Regatta to provide one in order to connect. This is similar to the structure with JackRabbit which has yielded a low number of participants countywide.

Board Discussion.

Public Comment – Erica Fryburger from the Paso Robles Inn said that Martin Resorts is currently trying to move away from using OTAs, as Booking.com can mislead guests into having false expectations.

ACTION: Moved by Wightman/J. Davison to remove the JackRabbit booking engine from the VSLOC website and continue to research options.

Motion carried: 13:0

9. Countywide Icon

Catalyst Marketing created several renderings of Countywide icons, which were presented to the VSLOC Marketing Committee. The final icon can be used on DMO and community partner advertising, in order to connect the dots for consumers on all that San Luis Obispo County has to offer, and would act as a geo-locator. The Marketing Committee's recommendation, Option A, uses the words "SAN LUIS OBISPO COUNTY" in the same font as the logo. Another option uses the words "Casual CA" in place of "SAN LUIS OBISPO COUNTY."

Board Discussion.

Public Comment – None.

ACTION: Moved by Arnold/Wightman to establish Option A as a Countywide Icon.

Motion carried: 13:0

10. FY2014-2015 Financial Review

VSLOC has completed its FY2014-15 Financial Review by Dennis Burkhart & Associates. Areas of discussion included:

- 1) Segregation of Duties, which has improved, but continues to be challenging with a small team;
- 2) Vendor Invoices, which has improved significantly over past years; and
- 3) The need for a Capital Expenditure Policy and a Conflict of Interest Policy. Both were signed by the Board of Directors at the last meeting, and the Conflict of Interest Policy was signed by the Marketing Committee this month.

VSLOC has already had a pre-meeting with Dennis Burkhart to make sure we are prepared for the full audit we will receive next year, as required by the County.

Board Discussion.

Public Comment – None.

ACTION: Moved by Wightman/Eads to approve the 2014/2015 Financial Review as presented.

Motion carried: 13:0

11. SAVOR the Central Coast

C. Davison discussed the economic impact and demographic highlights of SAVOR the Central Coast 2015, as well as Fast Forward Ventures' preliminary recommendations for SAVOR 2016. C. Davison also addressed a potential conflict of interest on the part of Fast Forward Ventures (F2V). F2V is currently in the RFP process for Sunset Celebration Weekend. F2V would be responsible for negotiating Sunset's sponsorship of SAVOR with Julie Lennon, Sunset's Executive Marketing Director); however, at the same time, they would be reporting to Ms. Lennon for Celebration Weekend.

C. Davison recommended approving the continuation of VSLOC's Joint Venture Agreement with Fast Forward Ventures for Year Two on the following condition: direct the VSLOC President & CEO to Work with F2V to establish additional general business practices, in addition to exploring 2016 recommendations, to assure the best interest of VSLOC and limit the potential negative impact of any conflict of interest.

Board Discussion.

Public Comment – None.

ACTION: Moved by J. Davison/S. Miller to approve continuing with Year Two of the Agreement with Fast Forward Ventures on the above-noted condition.

Motion carried: 11:2
Patranella and Fox opposed.

CEO REPORT

12. CEO Report

Videos from the Fall Industry Educational Symposium are now available on the Members Page of the VSLOC website.

C. Davison and representatives from the SLO Airport will be meeting with Alaska Airlines in Seattle on November 20, 2015 to discuss a Seattle-San Luis Obispo route.

C. Davison will be attending the San Diego Bay Food & Wine Festival, presented by F2V, on November 21, 2015 to scope out opportunities for cross-pollination.

Brown Act Training will take place on November 30, 2015 at the Quality Suites, San Luis Obispo.

VSLOC's first Advisory Committee Meeting will take place on December 3, 2015 at the Embassy Suites.

Rebekah (Becky) Singh has been hired as VSLOC's Marketing Director, and will start on December 14, 2015.

C. Davison asked the Board if they wanted to meet in December. The Board recommended tabling the December meeting.

Future Board discussion items will include the AMGEN Multi-Year Agreement, Website Design Review, Research RFP results, and Content Generation and Curation.

Board Discussion.

Public Comment – None

ADJOURNMENT

Meeting adjourned at 10:31am.