



# MINUTES

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## Visit San Luis Obispo County Board of Directors

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

Wednesday, September 21, 2016

8:30am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

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

**PRESENT:** John Arnold, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

**ABSENT:** Kathy Bonelli, James Davison, Rachel Lima, Noreen Martin, JP Patel

**STAFF PRESENT:** Chuck Davison, Brendan Pringle, Helen Pratt

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**Call to Order at 8:33am.**

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

Kristin Huebner announced that there is a company called KND Safety Services, conducting fire inspections for local businesses without a business license for this area.

**ANNOUNCEMENTS**

None.

Public Comment – None.

**CONSENT AGENDA**

- 3. Approval of August 17, 2016 Board Meeting Minutes**  
**Approval of August VSLOC Financials**  
**Approval of Marketing Committee Application – Jennifer Little**

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Pearce/N. Patel to approve the Consent Agenda as presented.

**Motion carried: 10:0**

**4. CEO Report**

C. Davison provided an update on VSLOC staffing. VSLOC is subscribing to quarterly VisaVue® Travel reports. An easy-to-read infographic form of the report will be posted to the Members Area of the VSLOC website. The annual audit process commenced on September 9, 2016 with an on-site visit. The final audit document will be reviewed at the October Board meeting. VSLOC's Crisis Communication Plan was tested for the first time with the Chimney Fire. VSLOC is making minor revisions to the plan. VSLOC developed a flow chart outlining the lead management process, including collaboration and distribution. This will be posted to the Members Area of the VSLOC website. VSLOC contracted Gladwell Governmental Services to create a document retention policy, which will be presented to the Board in October for approval. Health insurance rates increased by 14% and a greater increase is expected next year. The County and EVC are working on a plan for a forward-looking economic impact study based on the closure of Diablo Canyon. Davison expects to have updates by the next Board meeting. December's Board meeting is currently scheduled for December 21, 2016. The Executive Committee recommends cancelling that meeting. VSLOC will cancel the meeting unless there is opposition.

Board Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. FY2015-16 Annual Report**

A draft copy of the Annual Report was distributed to the Board members. Davison asked Board for approval of the FY2015-16 Annual Report.

Board Discussion.

Public Comment – Toni LeGras of Beachside Rentals stated that the Annual Report is beautiful and easy to read.

**ACTION:** Moved by Graves/Seymour to approve the Annual Report.

**Motion carried: 10:0**

### **6. Event Sponsorship Update**

Davison recapitulated VSLOC's sponsorship of AMGEN Tour of California's Morro Bay start and gave an update on current negotiations for the upcoming AMGEN event that are taking place directly with the cities. Davison asked the Board for direction on how to proceed with AEG, which manages the event.

The Marketing Committee recommends changing the general event sponsorship criteria to include the following: one to two large county event opportunities, a focus on out-of-market SAVOR events and assistance with other local events through in-kind marketing only. Davison asked for Board approval of the Marketing Committee's recommendations for VSLOC event sponsorship criteria.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Graves/Pearce to authorize VSLOC to allocate up to \$50K for AMGEN sponsorship, to be split between the start and finish as VSLOC deems proportionately appropriate. This would be in conjunction with the individual cities and BIDs, granted that AEG provides the appropriate coverage to VSLOC to justify the cost.

**Motion carried: 10:0**

**ACTION:** Moved by Wightman/Patel to change VSLOC event sponsorship criteria based on the Marketing Committee's recommendations.

**Motion carried: 10:0**

## **7. SAVOR the Central Coast**

IWSC Group has made a proposal to VSLOC to purchase and operate SAVOR the Central Coast. Davison asked for the Board's recommendation as to how to proceed.

Board Discussion.

Public Comment – Toni LeGras, Beachside Rentals, asked if IWSC would own the SAVOR the Central Coast brand if an agreement was made. Kristin Huebner, Pismo Beach CVB, noted that this event has previously relied on the cities to provide funding, and that this should be considered during discussions with IWSC.

**ACTION:** Moved by Pearce/Graves to approve entering into proposal discussions with IWSC Group for the sale of SAVOR the Central Coast as a local event.

**Motion carried: 10:0**

## **8. Airport Development**

Davison gave an update on air service development. Due to the new Seattle air service project, the airport will not be eligible for additional grant funding for air development until Q4 2018/19. Davison suggested that new service development would need to come from a minimum revenue guarantee (MRG) or LOC, which is estimated to be at \$1-1.5 million for Dallas/Denver air service. Davison asked if the Board saw a scenario where VSLOC might bet aside \$100K+ into an MRG. The Board discussed and the consensus was yes, but that it would depend on the flight city. Davison noted that an economic impact study is \$10,000, and asked the Board if VSLOC should share the cost in this study with the EVC and SLO County Regional Airport.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Graves/Arnold to approve participating in a shared cost program for a Dallas/Denver flight economic impact study.

**Motion carried: 10:0**

## **9. Seattle Flight Launch Update**

Davison gave an update on his in-market meetings in Seattle regarding co-op opportunities with Alaska Airlines, Visit Seattle, Seattle Food & Wine Experience Weekend, and Expedia. Davison gave a brief overview on next steps.

Board Discussion – None.

Public Comment – None.

## **10. Operational Planning Update**

Davison gave an update on VSLOC's Operational Planning efforts with Coraggio Group. Davison will present the Operational Plan and associated costs at the November meeting.

Board Discussion – None.

Public Comment – None.

### **11. Marketing Agency Update**

Davison provided an update on BCF Agency’s current and future projects, including the membership kit, annual report, SAVOR on the Road, branding process, and strategic planning. The new brand will be presented to VSLOC staff on September 30, 2016. The Marketing Plan draft will be presented to the Marketing Committee at their October meeting.

### **PRESENTATION**

### **12. Measure J**

Jorge Aguilar and James Worthley from SLOCOG discussed Measure J, a new tax initiative that would support infrastructure funding throughout San Luis Obispo County. Davison asked for the Board’s position on VSLOC advocating for or against the initiative.

Board Discussion.

Public Comment – Toni LeGras, Beachside Rentals, stated that this issue isn’t something the tourism board should take a position on. Kristin Huebner, Pismo Beach CVB, suggested that a poll should be done with constituents, and that the Executive Committee should choose a stance based on those results.

**ACTION:** Moved by Patel/Hamilton that VSLOC will advocate in favor of Measure J.

**Motion carried: 7:2:1  
Pearce abstained.  
Arnold and Seymour opposed.**

### **ADJOURNMENT**

**Meeting adjourned at 10:46am.**

### **REMINDERS**

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.

### **ADJOURNMENT**

**Meeting adjourned at 10:46am.**