



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, July 19, 2017

8:30am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

1. CALL TO ORDER: Clint Pearce

PRESENT: Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Lori Keller, Sarah Maggelet, Sam Miller, JP Patel, Nipool Patel, Clint Pearce, Val Seymour

ABSENT: John Arnold, Roger Wightman

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The Paso Robles City Council approved the formation of its non-profit district (now called Paso Robles Destination) as of July 1, 2017. Stacie Jacob is serving as interim CEO, and VSC is helping promote the search for an Executive Director. In the meantime, Jacob will occupy the DMO Marketing Committee seat representing Paso Robles upon Board approval.

Davison outlined the new Board Meeting Schedule, based on the Board's decision to move to bi-monthly meetings.

Davison reminded the Board to cc Records@SLOCAL.com on any emails to Board, Committee and VSC team members pertaining to official VSC business.

CONSENT AGENDA

3. Approval of June 21, 2017 Board Meeting Minutes

Davison reminded the Board that June/End-of-Year Financials will be presented along with the annual audit in September.

Public Comment – None.

Board Discussion.

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

CEO REPORT

4. CEO Report

Davison provided a draft example of the CEO Report that VSC will be sending in months when the VSC Board is not meeting. In addition to this report, the packet sent to the Board will include monthly financials, as well as TOT, Marketing, SEO and Activity Reports.

Davison recapped the CalTravel Summit (June 27-29, 2017) and Destination International Convention (July 11-July 14, 2017), outlining the major highlights and takeaways. Davison noted that he was elected to the Board and Executive Committee of CalTravel, giving VSC a great opportunity to stay up to speed on advocacy at the state level. Davison also noted that the Cannabis panel that he moderated was highly rated by attendees due to the information conveyed.

Pam Roberts has been promoted to Events & Membership Manager. VSC is currently working with Searchwide to fill the Director of Communications role. The SLO CAL trademark was processed in December, with details expected in the coming months, and VSC is working to finalize the "Life's Too Beautiful to Rush" trademark submittal. As VSC starts the RFP process for a new media agency to place our media in the future, VSC is working with its attorneys on a creative-only SOW for BCF.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

5. TMD Contract Deliverables

Davison provided an update on the FY2016-17 Audit, required by our contract with the County. He noted that the County has approved our auditor (Burkart & Stevens), and reviewed the timeline for this process.

He updated the Board on the FY2016-17 Annual Report, also required by our County contract. The County has again this year granted VSC an extension to deliver the report by September 30 instead of the August 30 contract date. Davison reviewed the timeline, and noted that VSC will produce a small run of printed annual reports this year for Board members, Committee members and government officials, and provide a digital version on its website.

Public Comment – None.

Board Discussion.

6. Executive Committee Power

At the June Board Meeting, it was recommended that VSC review Executive Committee authority after deciding to change to bi-monthly meetings, as some items and opportunities require a more urgent response. One example is the approval of a contract with a new media buying agency in August. Davison reviewed language from VSC's Bylaws, which notes that the Committee may exercise all the authority of the Board between Board meetings, with certain key exceptions. Davison noted that the Committee would report out on action taken at the next Board meeting and Committee decisions would be ratified by the Board.

Public Comment – None.

Board Discussion.

7. Marketing Committee Applications

VSC re-opened the Marketing Committee application process now that the tourism marketing district is two years old. Davison noted that membership of the Committee is balanced across DMOs, communities, agencies and the industry sector. He also outlined the guidelines for applicants as marketing professionals. The Board reviewed current representation numbers.

Davison pointed out that four seats remained open (the Management District Plan calls for up to 18 seats), the Paso Robles DMO seat has been vacated by Amanda Diefenderfer with their district changes, and one seat (formerly occupied by Judith Bean) has been held for Arroyo Grande's DMO as required by the MDP.

VSC received applications from Melissa Colon (Pacifica Hotels), Audrey Arellano (Adelaide Inn & Cambria Inns Collection), Jill Tweedie (Breakaway Tours & Event Planning), Shari Clark (BCA), Dawn Rodden (Los Osos/Baywood Park Chamber) and Stacie Jacob (Paso Robles Destination). The Marketing Committee recommended Colon, Arellano, Tweedie and Clark at their July 11, 2017 meeting. Since Jacob's application was submitted late, it did not make the Marketing Committee agenda packet, but can still be approved by the Board.

At their July 18, 2017 meeting, the Executive Committee recommended that Tweedie, Clark and Jacob join the VSC Marketing Committee, and requested that Audrey Arellano's application be further vetted by the VP of Marketing and the Marketing Committee, based on her sales background and new role as Brand Manager. The Executive Committee was concerned that appointing Colon would open the door for any sales professional to have a seat on the Marketing Committee.

Public Comment – None.

Board Discussion.

ACTION: Moved by **N. Patel/Maggelet** to approve the following candidates to join VSC's Marketing Committee, as recommended by the Executive Committee: Jill Tweedie, Shari Clark and Stacie Jacob.

Motion carried: 9:0

8. Marketing Update

Burnham provided an update on paid media efforts. VSC has sent an RFP to seven media agencies in the effort to be more strategic about media planning and placement. The Marketing Committee will have a special meeting on August 3 for finalist presentations. Burnham reviewed key campaign performance metrics and learnings gleaned from the campaign.

Burnham provided an update on owned media efforts. Four partners have signed onto VSC's co-op with Chute, a social media content aggregator. Burnham discussed the growth of organic traffic on the VSC website during the month of June.

VSC contracted Peregrine Media Group to do the second round of aerial footage (via helicopter), focusing on the interior of the County. The Board viewed a clip of this footage.

Burnham provided an update on Film SLO CAL, including new productions being filmed in SLO CAL in July and August.

Public Comment – None.

Board Discussion.

ADJOURNMENT

ACTION: Moved by N. Patel/Graves to adjourn the meeting.

Motion carried: 9:0

Meeting adjourned at 9:50am.