



Minutes

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Thursday, February 15, 2017

8:30am

La Bellasera Hotel & Suites
206 Alexa Ct., Paso Robles, CA 93446

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Rachel Lima, Sarah Maggelet, JP Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Noreen Martin, Sam Miller, Nipool Patel

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

Call to Order at 8:38 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison welcomed Sarah Maggelet, Visit SLO CAL's newest Board member. The VSC office will be closed February 20, 2017 in observance of President's Day. Lima announced her resignation from the Board, effective following today's Board meeting (February 2017), and Davison presented her with a plaque commemorating her service.

CONSENT AGENDA

**3. Approval of January 18, 2017 Board Meeting Minutes
Approval of January Visit SLO CAL Financials**

Board Discussion.

Public Comment – None.

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

**Motion carried: 10:0:2
Wightman/Maggelet abstained.**

CEO REPORT

4. CEO Report

Davison presented the December TOT figures.

Visit SLO CAL is working toward the renewal of its \$250,000 line of credit from Bank of the Sierra, which is set to expire in June 2017. Documentation has been submitted. VSC has retained this LOC in case there is a crisis or emergency.

VSC presented its FY2015/16 Annual Report to the County Board of Supervisors on Tuesday, February 7, 2017. At the same meeting, the Board of Supervisors appointed Sarah Maggelet to the Visit SLO CAL Board to fill the unincorporated County seat that was vacated by James Davison. Davison described her background, and noted that Arnold has agreed to act as Maggelet's Board mentor.

Davison announced that he's been invited to present semi-annually at the monthly City Manager's Meeting (February and August) to keep the city managers aware of what Visit SLO CAL is doing. This aligns with VSC's Strategic Plan initiative of developing "an engaged and high-functioning tourism culture for San Luis Obispo County."

Davison provided an overview of his upcoming travel.

Davison announced that five Board seats are up for renewal at the end of the fiscal year – four appointed and one elected. He noted that he will be reaching out to communities about next steps on these appointed seats.

Board Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Marketing Update

Burnham provided a first look at the Brand Lift Study. The Committee also viewed website analytics since the launch of the marketing campaign, and new campaign creative. VSC is currently accepting DMO and wine alliance participants in an advertorial co-op with Alaska Airline's *Beyond Magazine*, based on a discussion at the January Marketing Committee meeting. This is a brand splash piece relevant to the Seattle market and supports the new Alaska Airlines flight service from Seattle. Fifty percent of Alaska Airlines passengers originate from one of our VSC feeder markets.

VSC will be holding a Strategic Marketing Plan Retreat on March 14, 2017 from 8:30am-2:30pm at the Avila Beach Golf Resort. Burnham outlined the purpose of the meeting and its alignment with VSC's Strategic Plan initiative of "working with our partners to identify and reduce duplication of efforts." Burnham noted that VSC's marketing agency-of-record, BCF, will also attend the retreat. The discussion at this retreat will guide the FY17/18 Marketing Plan Update, which will be presented to the Board for approval in May 2017.

Board Discussion.

Public Comment – None.

6. Conference Center Feasibility Plan Update

B&D held meetings with all of the cities and the County on February 2 and 3 to determine interest and viability for a conference center. Davison provided the Committee with feedback on these meetings. A survey will be distributed to meeting planners next week, and a demand analysis is currently in progress. These components are all part of Phase 1 of the plan agreement. Phase 2 is the site analysis, and Phase 3 is the financial analysis. Community selection would be determined by the survey, demand analysis and ranking metrics. Davison asked the Board to consider whether it makes

sense to go through with the completion of the study, or end it after demand is determined in Phase 1, leaving it up to the communities to proceed with the next steps.

Board Discussion. The Board decided to continue this discussion at the March meeting, after VSC receives the results of Phase 1.

Public Comment. Tom Frutchey, City Manager of Paso Robles, supported Davison's suggestion of a phased approach, and recommended that only the facts be provided to the communities.

7. Air Service Development

United Airlines announced one additional daily flight to/from San Francisco (starting March 9) coming out of VSC's December 2nd meeting in Chicago. United is running financial models to determine next steps on a potential Denver flight. VSC is waiting on the results of the Economic Impact Study before proceeding with a Minimum Revenue Guarantee (MRG). The study is on hold due to account changes at Sixel. Initial information is expected back in March or April.

Board Discussion.

Public Comment – None.

8. SAVOR on the Road Update

VSC will travel to Seattle this month for the Seattle Wine & Food Experience on February 26, and will meet with Alaska Airlines and Visit Seattle prior to the event. VSC is also considering activation at Taste Washington (March 25-26, 2017). Guidelines prevent VSC from serving alcohol, so the booth would be more artisan-focused. VSC is conducting media outreach and contracting Seattle PR support in advance of the Seattle flight launch. Airport celebration planning is underway (pending Alaska Airlines' feedback). This might include SEA-TAC gate presence for the inaugural flight, and a celebration in SLO CAL with gift bags for the 77 passengers of the first direct Seattle to SLO flight.

Board Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 9:58am.