



# Minutes

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## Visit SLO CAL Board of Directors

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#### Meeting Minutes

Thursday, March 15, 2017

8:30am

Hilton Garden Inn

601 James Way, Pismo Beach, CA 93449

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

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

**ABSENT:** Noreen Martin, JP Patel, Val Seymour

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

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Call to Order at 8:35 am.

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

None.

#### ANNOUNCEMENTS

Davison presented James Davison with a plaque commemorating his service to the Board.

#### CONSENT AGENDA

#### 3. Approval of February 15, 2017 Board Meeting Minutes

##### Approval of February Visit SLO CAL Financials

Board Discussion.

Public Comment – None.

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

**Motion carried: 11:0**

#### CEO REPORT

#### 4. CEO Report

Davison presented the January TOT figures.

VSC's Tourism Exchange will be May 11, 2017, 11:30am-4:00pm, at the Embassy Suites. Davison noted that the format has changed from previous year: a lunch/keynote speaker will be followed by three, 45-minute break-out sessions.

Davison reported out on his presentations at the City Managers Meeting (February 17, 2017), Paso Robles City Council Meeting (March 7, 2017), and Cal Poly Economic Development Committee Meeting (March 8, 2017), as well as his interview on the Dave Congalton Show on KVEC (March 13, 2017). At the City Managers Meeting, the city managers expressed concern that appointed VSC Board members are not keeping city staff or council in the loop on key initiatives. Davison recommended scheduling quarterly meetings with the city manager, one to two councilmembers, the Visit SLO CAL appointed Board member and the CEO to highlight key initiatives for interested cities.

Davison reported out on the Marketing Committee Strategic Planning Meeting (March 14, 2017), and noted that the meeting will guide the FY2017-18 Marketing Plan update.

Davison provided an update on the Board seats up for renewal, noting that he has reached out to all of the applicable communities on next steps on appointed seats, and that Noreen Martin's seat will be up for election. The application process will open in April with applicants submitted to Executive Committee in May for recommendations to the Board at May Board Meeting.

Davison provided an update on his travel schedule, noting that the timing of the UK/Ireland Sales Mission (April 20-May 2) will help VSC communicate detour routes in the midst of the Highway 1 closure, and that VSC has been invited to Visit California's CEO Leadership Summit (June 12-13, 2017).

Public Comment – None.

Board Discussion. The Board recommended quarterly update meetings for interested communities.

## **BUSINESS ITEMS**

### **5. Highway One Closure Communication**

Davison showed the Board photos of the Highway 1 bridge damages, as well as a cancellation from an international guest who was planning to stay in Morro Bay. He reviewed the current tactics that VSC is implementing to assist during this crisis, estimated staff time thus far and some of the testimonials received by the team.

Board Discussion.

Public Comment – None.

### **6. Air Service Development**

Following VSC's December 2, 2017 meeting with United Airlines at their headquarters in Chicago, United Airlines announced additional San Francisco air service starting March 9, 2017 (a fourth daily flight), and new, daily nonstop service to Denver starting June 8, 2017. A spend of up to \$250k is recommended to activate the Denver market during the current fiscal year. During the January re-forecast, \$173k in additional media was added to the budget. Davison noted that VSC is continuing to focus on Dallas service through American Airlines and is working toward a headquarters meeting with the airline.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Eads/Wightman to approve up to \$77k for FY16/17 from contingency funds for Denver activation.

**Motion carried: 11:0**

## **7. SAVOR on the Road Update**

Davison noted that the Seattle Wine & Food Experience was very successful, and showed photos of the booth to the Committee. VSC will skip Taste Washington this year due to time limitations, and is currently researching events in Denver for potential activation. Burnham will be attending Taste Washington as a guest to scope out the event for possible inclusion in 2018, and will conduct media relations while there. VSC has also established a contractor in Seattle to work press leads from SAVOR.

Public Comment – None.

Board Discussion.

## **8. Conference Center Feasibility Plan Update**

Davison reviewed B&D's Phase 1 Demand Analysis results of the conference center feasibility plan. Davison noted VSC's options for next steps. VSC could end engagement and release the demand analysis results, allowing communities to determine next steps based on interest and ability. Another option is for VSC could also proceed with Phase 2. The Executive Committee has recommended working with B&D to complete the phase 1 management report, and to release the demand analysis results to municipalities, media and constituents, allowing them to determine next steps based on interest and ability. This would eliminate Phase 2 and 3 from the engagement plan with B&D and save approximately \$20,000.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Wightman/Bonelli to have VSC work with B&D to complete the Phase 1 management report, release the demand analysis results and eliminate Phase 2 and 3 from the engagement plan with B&D.

**Motion carried: 11:0**

## **PRESENTATION**

### **9. Marketing Agency Update**

Burnham provided an overview of VSC's advertising performance, including conversion rates and arrival results, noting that VSC will be adding additional pixels to the landing page to better understand on-page user behavior. She also provided details on the Denver market. In addition, VSC is working on an eight-page advertorial co-op article in Alaska Airline's in-flight magazine to support the upcoming route between Seattle and SLO. Participants include Paso Robles, Pismo Beach, SLO, CBID, Atascadero and Morro Bay. Burnham reported out on VSC's annual Marketing Committee Strategic Planning Retreat (March 14, 2017), and noted that she had received positive feedback on the meeting from attendees.

Public Comment – None.

## **ADJOURNMENT**

Meeting adjourned at 9:58am.