



MINUTES

Visit SLO CAL Board of Directors

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Meeting Minutes

Wednesday, April 19, 2017

8:30am

The Cliffs Resort

2757 Shell Beach Rd, Pismo Beach, CA 93449

1. CALL TO ORDER: Jay Jamison

PRESENT: Aaron Graves, Jim Hamilton, Jay Jamison, Sarah Maggelet, Sam Miller, JP Patel, Clint Pearce, Val Seymour

ABSENT: John Arnold, Kathy Bonelli, Mark Eads, Noreen Martin, Nipool Patel, Roger Wightman

STAFF PRESENT: Chuck Davison, Michael Wambolt, Brendan Pringle, Chie Evans

Call to Order at 8:48 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The Board viewed new video footage from VSC's recent aerial shoot. Davison introduced Chie Evans, his new Executive Assistant. He also asked the Board to contact Pringle if they were interested in attending the start or finish of Stage 3 of the AMGEN Tour of California on May 16, 2017.

CONSENT AGENDA

**3. Approval of March 15, 2017 Board Meeting Minutes
Approval of March Visit SLO CAL Financials**

Public Comment – None.

Board Discussion.

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

Motion carried: 8:0

CEO REPORT

4. CEO Report

VSC's Tourism Exchange is May 11, 2017, 11:30am-4:30pm, at the Embassy Suites. Davison described the program and speakers, and noted that VSC is asking that all Board members confirm attendance of the lunch program. Davison asked the Board to RSVP directly to Pringle to confirm attendance.

Bank of the Sierra has approved the renewal of VSC's \$250k line of credit for FY17/18.

Davison reported out on his April 14, 2017 lunch meeting with CAO Dan Buckshi.

VSC has engaged Collaboration Consulting to evaluate and optimize VSC's organizational capacity and infrastructure to support ongoing initiatives. Davison described the three-phase process and noted that this is an imperative of VSC's Strategic Direction 2020 (Align our organizational structure with our strategic plan).

Davison provided an update on Board seats up for renewal. VSC has reached out to the respective communities on appointed seats, and the application process for the elected seat ends May 1, 2017. Applications will be submitted to the Executive Committee in May for recommendations to the Board at the May Board meeting.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

5. Host Compliance Update

Hamilton provided an update on the County's efforts to identify illegal vacation rentals in partnership with Host Compliance. He shared the first wave letter that was sent out to illegal rentals and the latest dashboard report from Host Compliance. Hamilton noted that the County's hope is to get these illegal rentals in compliance.

Public Comment – None.

Board Discussion.

6. Board Liaison Community Meeting Update

VSC has reached out to city managers, elected officials and Board members from each community to schedule the first Board liaison meetings in May. Davison outlined the format of these meetings, and noted that VSC is still waiting to hear back from Morro Bay and Arroyo Grande on timing. Other community meetings are being scheduled prior to the end of May in advance of the June 1, 2017 Advisory Committee meeting.

Public Comment – None.

Board Discussion.

7. Air Service Development

Davison reported out on the Seattle flight launch celebration, noting its success and the media coverage it received. Alaska Airlines' team was impressed and informed VSC that this was the first flight launch celebration of this kind that they could remember. Davison showed the Board the bookings pacing report of the Seattle flight, which has shown strong results. Davison also shared an inbound passenger analysis with the Board, which highlights that, even prior to the new flight origination, Denver was the #2 inbound market and Seattle was the #6 inbound market for SLO Airport. Dallas is ranked at #8.

Public Comment – None.

Board Discussion.

8. Highway 1 Closure Communication

Davison updated the Board on the tactics that VSC has implemented during the closure of Highway One at Pfeiffer Canyon Bridge, including weekly outreach to Highway 1 destinations and lodging properties, long-term planning for re-opening celebrations and marketing to support restored access, and a meeting with the Deputy Editor of The Foundry at Time Inc. This meeting resulted in a blog post on the Visit California website, calling out specific businesses in Ragged Point and other areas of Highway 1 along the North Coast. VSC also participates in weekly update calls with Visit California's communications team. VSC is awaiting a formal announcement from Caltrans on a bridge completion date, and is asking for assistance in directing questions to VSC and only distributing information and dates that are known to be correct.

Public Comment – None.

Board Discussion.

9. Conference Center Feasibility Plan Update

B&D has completed the Phase 1 Management Report of the Conference Center Feasibility Plan. VSC is expected to release the Executive Summary to municipalities, constituents and the media during the week of May 1, once Davison has returned from the Black Diamond trade and media mission.

Public Comment – None.

Board Discussion.

10. Marketing Update

Davison provided an overview of VSC's advertising, marketing and PR efforts. VSC secured a two-page spread in *Phoenix Magazine*. Last month, VSC's VP of Marketing, Brooke Burnham, attended Visit California's New York Media Reception and conducted additional desksides in NYC. She will be headed to San Francisco in May for their San Francisco Media Reception. Davison reported out on Pfeiffer Canyon Bridge communication efforts, FY2017/18 planning updates, new flight PR support for both Seattle and Denver, and a high-level overview of the Denver Brand Lift Study Wave 1 results. He also described efforts to promote the Wines Fly Free program through Alaska Airlines.

Public Comment – None.

Board Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)

Jamison announced the Closed Session item listed below.

11. CEO Contract Agreement

CLOSED SESSION REPORT

During open session, Jamison announced that the Board approved the CEO contract agreement as presented.

ADJOURNMENT

Meeting adjourned at 10:09am.