



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, June 21, 2017

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Jay Jamison

PRESENT: Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sarah Maggelet, Noreen Martin, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: John Arnold, Kathy Bonelli, Sam Miller, JP Patel

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

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

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

Martin announced that the Paso Robles City Council approved the formation of its non-profit tourism district beginning July 1, 2017.

3. Presentation of Honorary Award for Past President Noreen Martin

The Board recognized Past President Martin with an honorary award and standing ovation for her service as a Board member and past chair.

CONSENT AGENDA

4. Approval of May 17, 2017 Board Meeting Minutes Approval of May Visit SLO CAL Financials

Public Comment – None.

Board Discussion.

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

CEO REPORT

5. CEO Report

Davison provided a recap of the Visit California CEO Mission to Mexico and Canada and Visit California's California DMO Leadership Summit. He noted that the discussions at the summit ranged from government affairs to business issues and that his inclusion with only 11 other CEOs speaks to the relationship that Martin and others on the Board have built with Visit California.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

6. Advisory Committee Meeting Recap

Davison thanked the Board members who attended the Advisory Committee meeting on June 1, 2017, and reported out on the feedback received during the meeting. Paso Robles Mayor Tom Frutchey had commented on the lack of awareness among local residents of the positive impact of tourism, and Pismo Beach Mayor Ed Waage noted the current lack of ground transportation options. Davison also requested further feedback from the Board on the meeting.

Public Comment – None.

Board Discussion.

7. Booking Engine Update

Davison provided a breakdown of bookings received from March 1, 2016 to May 31, 2017 through the Visit SLO CAL site's Booking.com booking engine by room count, community and by month. He noted that 50 percent of bookings went to properties with 50 rooms or fewer. This includes international reservations from Iceland, the United Kingdom, France, Germany, Canada, Finland and other countries. He commented that VSC's purpose lies in driving awareness and creating demand, and that these results fulfill the vision that the Board had set out when first they decided to utilize Booking.com's services. He reminded the Board that the service is free. He also noted that majority of the properties that are receiving bookings through this system don't have a sales staff or an online reservations system. As a result, a referral system on the website would be less beneficial to these properties.

Public Comment – None.

Board Discussion. The Board agreed that the booking engine was fulfilling its purpose.

8. Board Meeting Schedule

Davison noted that when the TMD first passed, VSC's intention was to have the Board meet monthly for the first year due to the number of start-up items that the Board needed to cover. Davison asked the Board at the end of FY 15/16 to continue with monthly meetings based on the number of key initiatives being developed. This month, after discussion and recommendation to change to bi-monthly meetings by the Executive Committee during their June 14, 2017 meeting. Davison asked the Board to consider reducing the frequency of meetings to bi-monthly, starting in July 2017. Under this new schedule, the Board would meet in July, September, November, January, March, and May. On off-months, Visit SLO

CAL would email the Board members the Financials, TOT Reports and Activity Reports for the previous month, as well as a 1-page CEO Report, providing an overview of key initiatives.

Public Comment – None.

Board Discussion.

ACTION: Moved by Eads/Wightman to adjust the Board meeting schedule to every other month beginning in July 2017.

Motion carried: 10:0

9. Executive Committee Seats

Davison requested nominations for the FY2017-18 Executive Committee. Davison noted that Pearce had expressed interest in the Chair seat. Jamison also accepted the Past President seat.

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Martin to elect Clint Pearce as Chair.

Motion carried: 9:0:1
Pearce abstained.

ACTION: Moved by Pearce/N. Patel to elect John Arnold as Vice Chair.

Motion carried: 10:0

ACTION: Moved by Martin/N. Patel to elect JP Patel as Secretary.

Motion carried: 10:0

ACTION: Moved by Maggelet/N. Patel to elect Aaron Graves as Treasurer.

Motion carried: 9:0:1
Graves abstained.

10. FY2017-18 Marketing Plan

Davison reviewed the highlights of the FY2017-18 Marketing Plan, including target markets and demographics, media flight schedule and strategy. The Marketing Committee recommended approval of the FY2017-18 Marketing Plan as presented at their June 13, 2017 meeting. The Executive Committee also recommended approval at their June 14, 2017 meeting.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Martin to approve the FY2017-18 Marketing Plan as presented.

Motion carried: 10:0

11. Marketing Update

VSC added three new 15-second persona-based videos to their campaign in May. VSC also produced a new Film SLO CAL brochure that was distributed at the FLICS Film in California Event. VSC has received word of a major independent film shooting in SLO CAL during the months of July and August. Burnham recapped IPW (June 6-8, 2017), provided an update on Public Relations outreach, and shared VSC's website metrics. She also noted that VSC is currently accepting applications to its Marketing Committee, with up to 5 seats open. Burnham reminded the Board that marketing experience is a pre-requisite.

Public Comment – None.

Board Discussion.

ADJOURNMENT

Meeting adjourned at 10:06am.