



Minutes

Visit San Luis Obispo County Board of Directors

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Meeting Minutes

Wednesday, January 18, 2017

8:30am

La Bellasera Hotel & Suites

206 Alexa Court, Paso Robles, CA 93446

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathleen Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Rachel Lima, Sam Miller, JP Patel, Clint Pearce, Val Seymour

ABSENT: Noreen Martin, Nipool Patel, Roger Wightman

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

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison introduced VSLOC's new VP of Marketing, Brooke Burnham.

CONSENT AGENDA

3. Approval of November 16, 2016 Board Meeting Minutes Approval of November and December VSLOC Financials

Board Discussion.

Public Comment – None.

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

Motion carried: 10:0
Eads arrived after the vote.

CEO REPORT

4. CEO Report

Davison gave a brief overview of the County's TOT numbers.

The Board viewed the new Visit California television ad, which features sandboarders on the Oceano Dunes.

Davison encouraged the Board to attend VSLOC's presentation of the Annual Report to the Board of Supervisors on February 7.

Davison provided an update on air service development. VSLOC met with United Airlines officials in Chicago on December 2, and United is currently running financial models to determine next steps on a Denver flight. The SLO Airport is in the process of doing an economic impact study on the Denver and Dallas flights. Also, VSLOC is currently working with BCF, the airport, Sixel and Alaska Airlines on celebrations in both Seattle and SLO for the inaugural Seattle flight.

Davison noted that CalTravel asked him to chair the Proposition 64 Task Force focused on collection and development the information necessary for communities and stakeholders to function in an approved Proposition 64 California.

With the approval of the new brand at the November BOD meeting VSLOC has now finalized the agreement with Simpleview for the design and development of the website, and the programming of the CRM and CMS. This will be a six to eight month process, with the website launch date estimated at mid-summer. Davison provided an overview of his upcoming travel.

Board Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Advisory Committee Meeting Recap

Davison thanked the Board members who attended the Advisory Committee meeting on December 8, 2016, and recapped the key takeaways from the meeting. Davison also asked the Board for feedback.

Board Discussion.

Public Comment – None.

6. SAVOR on the Road Update

The San Diego Bay Wine and Food Festival was a huge success. The Board viewed photos of the booth, and Davison noted that the experience component of the booth set it apart from the other vendors.

The Seattle Wine and Food Experience is February 26, 2017. BCF is redesigning the booth to accommodate this indoor space. VSLOC has 12 confirmed winery, brewery and experience partners. Davison discussed some of the activation components of its contract for the event, including a sweepstakes promotion.

Board Discussion.

Public Comment – None.

7. Conference Center Feasibility Study

Davison provided an update on the progress of the conference center feasibility study, including next steps. B&D will be interviewing meeting planners and VSLOC is coordinating meetings with city/county officials from viable communities. He also discussed B&D's ranking matrix for the selection of viable communities.

Board Discussion.

Public Comment – None.

8. Budget Re-Forecast

Davison provided an overview of the re-forecasted budget for FY2016/17, noting that due to the conversion from cash to accrual, FY2016/17 revenue includes 14 months of assessment revenue collections for this FY only. The priorities of the Operational Plan have been incorporated into this re-forecast.

Board Discussion.

Public Comment – None.

ACTION: Moved by Pearce/Graves to approve VSLOC's FY2016/17 budget re-forecast as presented.

Motion carried: 11:0

9. Marketing Agency Update

a. Brand Roll-Out

Burnham provided an update that from December 14-19, 2016, BCF captured photos and videos from 15 scenes and 11 county locations as part of a major production asset shoot. The SLO CAL brand will be rolled out on January 23, 2017 with the launch of the shoulder season campaign including approximately a \$1M advertising spend. In the week prior to the launch, VSLOC will circulate a pdf to stakeholders about the brand change, identifying the brand platform and outlining brand guidelines. The brand style guide is being finalized and will be distributed to the Marketing Committee once it is approved. Burnham discussed the Brand Lift Study, which will track brand awareness and lift of Visit SLO CAL advertising among target audiences over three phases including a benchmark study prior to the launch of the campaign, a mid-campaign review and final study following the completion of the media run.

Board Discussion.

b. Landing Page Update

Burnham guided the Board through a demo of the landing page.

Board Discussion.

c. Shoulder Season Campaign

Burnham provided an update on the media schedule, noting that SEM and social media were rescheduled to start on January 23, 2017 with the rest of the media launch.

Board Discussion.

Public Comment – Kristin Huebner, Pismo Beach CVB, asked if it was possible to access information on the content and style of the new brand. Burnham responded that this would be provided on Thursday with the stakeholder communication.

ADJOURNMENT

Meeting adjourned at 10:05am.

REMINDERS

The Beginning of Year Bash is on January 18, 2017, from 5pm-7pm.