



# AGENDA

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

November 9, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. **Approval of October 12, 2017 Executive Committee Meeting Minutes** (*yellow*)
4. **Approval of October Financials** (*green*)  
*Staff will ask for Committee approval of the October 12, 2017 Executive Committee Meeting Minutes and the October Financials.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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5. **CEO Report** (*15 min*)  
*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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6. **Financial Discussion** (*20 min*)  
*Staff will discuss the budget re-forecast timeline, and provide an update on potential changes to the VSC credit card account and to its operating and reserve cash account.*
7. **FY2016-17 Year-End Satisfaction Survey** (*10 min*)  
*Staff will discuss the results and takeaways of Visit SLO CAL's FY2016-17 Year-End Satisfaction Survey.*
8. **Destination Development Strategy** (*10 min*)  
*Staff will provide an update on Visit SLO CAL's initiative to develop a draft of a long-term Destination Development/Tourism Infrastructure Master Plan as outlined in Strategic Direction 2020.*
9. **Cannabis Legalization Education** (*15 min*)  
*The Committee will discuss Visit SLO CAL's position on educating its constituents and members along with the marketing of cannabis-related activities once legal in the state.*
10. **Destination Security Discussion** (*15 min*)  
*Staff will recap the discussion at the CalTravel Board Meeting on destination security initiatives, and Visit SLO CAL's role in destination security planning for SLO CAL.*

**11. Marketing Update (15 min)**

*Staff will provide an update on key marketing initiatives.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Thursday, October 12, 2017

11:30am

Visit SLO CAL Conference Room  
1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** Aaron Graves, Jay Jamison, Clint Pearce

**ABSENT:** John Arnold

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

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**Call to Order at 11:31am.**

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

None.

#### **ANNOUNCEMENTS**

None.

#### **CONSENT AGENDA**

**3. Approval of September 18, 2017 Executive Committee Meeting Minutes**

**4. Approval of September Financials**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 2:0:1  
Arnold abstained.**

#### **CEO REPORT**

**5. CEO Report**

Davison reviewed the July Travel Trends Index from U.S. Travel, and pointed out that the data trend was flat from last month's report to this month's report. Davison also reported out on the City Managers meeting on September 22, 2017. VSC is pursuing Destination International's Destination Management Accreditation Program (DMAP). This accreditation will

bring an added level of professionalism to the business and help to legitimize the organization when it is up for renewal. VSC's Fall Industry Educational Symposium on September 21, 2017 was a huge success, with 119 attendees at the event. VSC received very positive feedback from attendees. Recorded sessions and pdfs of the presentations are available on the Members Area of the website. VSC received its service mark for SLO CAL, and can now begin the five year process of becoming trademarked. Davison attended the Visit California Brand and Content Committee meeting on October 4, 2017, and held additional meetings with several top Visit California officials while he was there. Davison recapped the discussion at the October 10, 2017 VSC Marketing Committee about why membership exists. Davison noted that this was the recommendation of CIVITAS, as alternative funding allows VSC to pursue projects that aren't directly tied to heads in beds (e.g. Restaurant Month, SAVOR on the Road, etc). Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **6. Executive Committee Seat**

JP Patel's resignation opens up the Secretary seat on the Executive Committee. Davison noted the Board members who have expressed interest in the seat, and mentioned that this will be on the agenda for the November Board meeting. Davison also gave an update on the appointed Atascadero seat. On October 10, 2017, the Atascadero City Council approved Amar Sohi's application for this seat. Sohi will join the Board in November.

Public Comment – None.

Committee Discussion.

### **7. Financial Discussion**

Davison noted that VSC's current credit card requires him to list himself as the personal guarantor. Davison mentioned some of the options that VSC has researched as alternatives, including Pacific Premier's CommUNITY card. However, even the CommUNITY card requires a relationship with Pacific Premier Bank, and VSC is not looking to change banks.

VSC's audit report noted that VSC cash accounts are only FDIC insured up to \$250,000. The current balance exceeds this insured amount. Davison outlined alternative options, and recommended that VSC open an account at Morgan Stanley that links to VSC's existing operating account, allowing the organization to sweep funds between institutions monthly, for no fee. These funds would be invested in CD's that are FDIC insured. These investments would be laddered from 3 months to 2 years. Davison noted that this would be brought to the Board for approval in November.

Public Comment – None.

Committee Discussion. Arnold noted that he would reach out to contacts at Community West Bank and American Riviera bank for more nonprofit credit card options.

### **8. Staffing Update**

Kimberly Headington has accepted our offer to join the Visit SLO CAL team as Executive Assistant to the President & CEO on October 16. Kimberly has held previous roles in marketing, sales, logistic, IT and finance. Yarina Valverde has accepted our offer to join the VSC team on October 30 as Brand & Digital Manager. Yarina currently works as a contractor, managing e-commerce, digital marketing, SEO, web design and social media strategy for various businesses. She will be responsible for managing media and SEO agency, website development and social media along with digital channels. VSC is still currently searching for a Director of Communications.

Public Comment – None.

Committee Discussion.

## **9. Destination Development Strategy**

Davison provided an update on VSC's Destination Development Strategy. He has discussed best practices with DMMO counterparts and has reached out to two firms for proposals: Coraggio Group and Resonance. Coraggio has submitted their proposal and the Resonance proposal is due in November. Staff will review these proposals in the coming month, and has started discussions with the EVC and Cal Poly about collaboration on this project and the EVC/Cal Poly consulting project surrounding the economic impact of the Diablo closure. The Board will review Destination Development Plan proposals at their January meeting.

Public Comment – None.

Committee Discussion. The Executive Committee recommended that both firms come in and present a full presentation to the Board.

## **10. FY2016-17 Year-End Satisfaction Survey**

VSC's annual stakeholder survey launched on September 21, 2017 at the Symposium, and was sent to its constituent list on September 29. Separate links were sent to the Board and Marketing Committee, as recommended last year by the Board, and VSC is tracking the response rate from each set through separate links. VSC is also increasing participation by offering six \$100 Visa gift cards in a drawing. The survey is currently set to close on Friday, October 13, but has been extended to October 20 to increase Board participation. VSC will be sending a follow-up email to the Board along with a link to share with their lists to further increase participation.

Public Comment – None.

Committee Discussion.

## **11. Marketing Update**

Davison provided an update on key marketing initiatives.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

Meeting adjourned at 1:08 p.m.

## Visit SLO CAL FY16/17 Stakeholder Satisfaction Survey – Key Takeaways

### 1) Respondent's Role (Q1)

- a. 51.11% owner/management
- b. 20.00% marketing
- c. 8.89% sales

### 2) Lodging/Non-Lodging (Q2)

- a. 61.11% lodging (Q2)
  - i. 56.36% Hotel/Motel, 32.73% VR, 9.09% B&B (Q3)
  - ii. 36.36% also has non-lodging business (Q4)
    1. 29.63% Dining, 35.19% Wine/Beer, 35.19% Activities/Attractions, 29.63% Events (Q5)
      - a. 69.81% of those businesses also a member, 18.87% not a member (Q6)
  - iii. Familiarity: On a scale of 1-5, how familiar are you with VSC and what we do: 4.21 (avg) (Q7)
    1. 88.68% somewhat to very familiar (Q7)
- b. 38.89% non-lodging (Q2)
  - i. Familiarity: On a scale of 1-5, how familiar are you with VSC and what we do: 3.89 (avg) (Q10)

### 3) Awareness (Q11)

- a. 54.05% have been aware 3+ years
- b. 32.43% have been aware 1-2 years
- c. 9.46% have been aware 6 months to a year
- d. 4.05% have been aware less than 6 months
  - i. For those unfamiliar: What's keeping you from being more informed? (Q14)
    1. Too busy: 36.36%
    2. Don't receive the info I need: 45.45%
    3. *Note: The remaining two "Other" responses were actually informed, and misread the question.*

### 4) Satisfaction – of those familiar (Q12)

- a. Overall
  - i. Weighted Average: 4.22 (84.4%)
  - ii. Breakdown: 31.08% satisfied, 47.30% very satisfied
  - iii. Comments:
    1. "We felt a hit this year. Less occupants, drop in rate, less profit."
    2. "Not enough attention to bringing in mid-week business + not enough attention to North Coast properties"
- b. VSC Staff – Service
  - i. Weighted Average: 4.50 (90.0%)
  - ii. Breakdown: 16.44% satisfied, 60.27% very satisfied
  - iii. Comments:
    1. "Best team in 20 years!"
- c. VSC Staff – Responsiveness
  - i. Weighted Average: 4.46 (89.2%)
  - ii. Breakdown: 15.07% satisfied, 15.07% very satisfied
  - iii. Comments:
    1. "Getting emails, but not converting to room sales."
    2. "Extremely responsive and easy to work with."

- d. Quality of President & CEO's Work:
  - i. Weighted Average: 4.55 (91.0%)
  - ii. Breakdown: 12.00% satisfied, 60.00% very satisfied
  - iii. Comments:
    - 1. "Chuck is very helpful and we appreciate his participation!"
    - 2. "Never met him, seems somewhat entrenched."

**5) Value of VSC Partnership (Q13)**

- a. On a 5-star scale, how valuable is your partnership with VSC?
  - i. Weighted Average: 4.36 (87.2%)
  - ii. Breakdown: 26.67% valuable, 53.33% very valuable

**6) Tourism Related Issues (Q19)**

- a. On a scale of 1 to 5, please rank the following tourism-related issues in order of importance to you:
  - i. Sustainable Tourism/Capacity Issues (4.24)
  - ii. Air Service Development (4.21)
  - iii. Increasing International Visitors (4.14)
  - iv. Vacation Rental Compliance (3.88)
  - v. Staffing Acquisition and/or Retention (3.71)
- b. Least important: Cannabis Legalization Impact (2.70)
- c. Comments:
  - i. "reporting on incoming group opportunities/why we lose business"
  - ii. "event venue compliance"
  - iii. "sustainable capacity is very important"

**7) Trends - What trends do you believe will have an impact on tourism in San Luis Obispo County in the coming years? *Below are the top recurring themes* (Q20)**

- a. Food/wine experience-related tourism (8)
- b. Air service devo/airport expansion (6)
- c. Trump Slump/Political Trends (6)
- d. Highway 1 Closure (6)
- e. Growing inventory (5)
- f. Weather (4)
- g. International travel trends (4)
- h. Traffic congestion (need for shuttle service/more car free solutions) (3)
- i. Rise of Airbnb (3)
- j. Overpriced hotel rooms (3)

**8) Please share any comments, questions or concerns (Q21)**

- a. "Great job, thank you!"
- b. "I am very excited about the changes happening at Visit SLO CAL and also around our community. I am looking forward to what's to come!"
- c. "Looking forward to seeing more reporting out on numbers and conversions. Love the data!"
- d. "No specific information on how Visit SLO [CAL] benefits our hotel"
- e. "Parking is a huge issue for Pismo Beach"
- f. "I would like to see how the dollars spent are creating an impact. How is success being measured? How is the organization encouraging and supporting new events?"