



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

February 7, 2018

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)

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – motion required	C. Davison
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3. Approval of November 9, 2017 Executive Committee Meeting Minutes (*yellow*)
4. Approval of January Financials (*green*)
Staff will ask for Committee approval of the November 9, 2017 Executive Committee Meeting Minutes and the January Financials.

CEO REPORT	C. Davison
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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.

BUSINESS ITEMS	C. Davison
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6. TMD Renewal Process (*15 min*)
Staff will discuss the TMD renewal process, timeline and proposed changes to the district.
7. Destination Development Strategy (*20 min*)
Staff will provide an update on the next steps in 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.
8. Regionalism Update (*20 min*)
Staff will provide an update on Visit SLO CAL's key regionalism efforts.
9. Air Service Development (*10 min*)
Staff will provide an update on VSC's air service development efforts.
10. Marketing Update (*20 min*)
Staff will provide an update on key marketing initiatives, including public relations efforts, VSC's marketing campaign, the launch of the new VSC website and the upcoming strategic marketing retreat.

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

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, November 9, 2017

11:30am

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

1. CALL TO ORDER: John Arnold

PRESENT: John Arnold, Aaron Graves, Jay Jamison

ABSENT: Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:30am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of October 12, 2017 Executive Committee Meeting Minutes

4. Approval of October Financials

October Financials were removed from the Consent Agenda.

Public Comment – None.

Committee Discussion.

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

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

CEO REPORT

5. CEO Report

Davison reviewed the September Travel Trends Index from U.S. Travel.

Davison reviewed the key takeaways from Southern California Visitor Industry Outlook Conference, attended by Pringle. He noted that the complete forecast was both distributed in This Week in SLO CAL and is available on the Members Area of the VSC website. Davison attended the SLO Airport Terminal Grand Opening on November 1, 2017, welcoming the very first flight into the new terminal. The terminal features large SLO CAL banners featuring the tagline “Life’s Too Beautiful to Rush.” Davison and Burnham also attended the Central Coast Economic Forecast on November 3, 2017, and Davison recapped some the major takeaways. Caroline Beteta, President & CEO of Visit California, was one of the keynote speakers, and frequently noted the economic impact that VSC has in the county.

VSC will be holding a two-day All Agency Meeting (November 14-15, 2017) involving VSC’s creative, media and PR agencies. Davison requested feedback from the Committee on whether they wanted to reschedule the January 11, 2018 Executive Committee Meeting for January 16, 2018, or simply cancel this meeting. VSC’s Advisory Committee Meeting is scheduled for Thursday, December 7 from 3-5pm at the Embassy Suites. Davison requested the attendance of all Board members to support VSC’s initiatives with our communities and elected officials.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion. The Committee agreed to forego the January Executive Committee meeting.

BUSINESS ITEMS

6. Financial Discussion

VSC has reviewed several options for a corporate credit card to replace its current credit card, which requires a personal guarantee from Davison. Davison noted that the local bank options were less than ideal, but that American Express has suggested that there is a possibility that VSC might still be eligible despite the fact that VSC does not meet its financial budget requirements. VSC plans to work through the approval process with American Express.

Based on the Executive Committee recommendation at the October meeting, the proposed solution of moving reserve funds to laddered CDs managed by Morgan Stanley will be brought to the Board at the November 15 meeting for approval.

Staff will begin budget re-forecast planning in December, and the re-forecast will be presented to the Board for approval at the January 17, 2018 meeting. The re-forecast will include VSC’s revised media schedule based on Goodway Group’s on-boarding, potential accounting expense changes and the Destination Development Plan (DDP). Davison noted that the implementation of the DDP will likely require an additional team member focused on the initiatives outlined in the plan.

Public Comment – None.

Committee Discussion. The Committee agreed that they would support the addition of a new staff member for the implementation of the DDP.

7. FY2016-17 Year-End Satisfaction Survey

VSC launched its FY2016-17 Stakeholder Satisfaction Survey on September 21, 2017 at the Fall Symposium. The survey was sent to VSC’s full constituent list, and separately, with tracking links, to the Board and Marketing Committee on September 29, 2017. In an effort to boost participation, the Board and Marketing Committee were also encouraged to send separate links to their lists, and VSC offered six \$100 Visa gift cards to randomly selected participants. The survey closed on October 20, 2017. Davison reviewed the results of the survey with year-over-year comparisons, including both positive and constructive write-in feedback from respondents. He suggested there was room for improvement in Board and Committee participation.

Public Comment – None.

Committee Discussion.

8. Destination Development Strategy

VSC has received proposals for the Destination Development Plan from two consultants: Coraggio Group, who facilitated the development of VSC's strategic plan, and Resonance, who has created Destination Development Plans for destinations throughout North America. These consultants are currently working through questions from VSC on their proposals. Davison discussed the cost range and budget impact for the current fiscal year. Davison requested feedback on whether presentations to the Board should be added to the January meeting agenda, or if a special meeting should be called to hear the presentations.

Public Comment – None.

Committee Discussion. The Committee recommended that the consultants give presentations to the Board in a special meeting.

9. Cannabis Legalization Education

VSC believes that its role should be to help educate constituents with questions they should consider as they plan for how to be successful in an approved Prop 64 California. CalTravel is developing a one-sheet of "items to consider" based on learnings discovered from other states with legal recreational cannabis, which they plan to distribute prior to January 1, 2018. VSC is also vetting questions with Visit California to provide additional direction for DMOs and stakeholders, and will ask DMO members on the Marketing Committee about how they are tackling the issue. Davison said that VSC will need to assert a position on the membership and marketing of cannabis-related activities soon since at least one community is advancing recreational cannabis sales. Currently, VSC is not accepting or promoting members in this space.

Public Comment – None.

Committee Discussion. The Committee recommended that VSC pause and wait for local communities to determine their policies, and bring the item back to the Board at a later date while continuing the process of not accepting or promoting cannabis related businesses at the present time.

10. Destination Security Discussion

Destination security was a major discussion point at CalTravel's Fall Board Meeting. The issue is especially relevant following the tragic NYC vehicle terror attack and the mass shooting in a small Texas community. VSC is requesting feedback from DMOs at the upcoming Marketing Committee Meeting on their individual community plans, and would like to work toward a Destination Security Educational Summit in January/February. Davison noted that this is a larger opportunity for tourism to lead the effort on "community" education, and asked if the Committee felt this issue was important enough for Visit SLO CAL to pursue.

Public Comment – None.

Committee Discussion. The Committee agreed that this was an initiative that VSC should pursue.

11. Marketing Update

Davison provided an update on key marketing initiatives.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Graves/Jamison to adjourn the meeting.

Motion carried: 3:0

Meeting adjourned at 1:46 p.m.