



Minutes

Visit San Luis Obispo County Executive Committee

Visit SLO CAL Executive Committee

Meeting Minutes

Thursday, February 9, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Jay Jamison, JP Patel, Clint Pearce

ABSENT: Noreen Martin

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:38 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Arnold announced that Travel Paso Robles Alliance is taking steps to transform from an advisory body into a non-profit DMO.

CONSENT AGENDA

- 3. Approval of October 18, 2016 Executive Committee Meeting Minutes**
- Approval of January 12, 2017 Executive Committee Meeting Minutes**
- Approval of January Visit SLO CAL Financials**

Committee Discussion.

Public Comment – None.

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

Motion carried: 4:0

CEO REPORT

4. CEO Report

Visit SLO CAL is working toward the renewal of its \$250,000 line of credit from Bank of the Sierra, which is set to expire in June 2017. Documentation has been submitted. VSC has retained this LOC in case there is a crisis or emergency.

VSC presented its FY2015/16 Annual Report to the County Board of Supervisors on Tuesday, February 7, 2017. At the same meeting, the Board of Supervisors appointed Sarah Maggelet to the Visit SLO CAL Board to fill the unincorporated County seat that was vacated by James Davison. Davison described her background, and discussed the possibility of forming a Board mentor program. Based on their proximity to Templeton, Davison recommended that Patel or Arnold take on this role with Maggelet.

Davison announced that he's been invited to present semi-annually at the monthly City Manager's Meeting (February and August) to keep the city managers aware of what Visit SLO CAL is doing. This aligns with VSC's Strategic Plan initiative of developing "an engaged and high-functioning tourism culture for San Luis Obispo County."

Davison provided an overview of his upcoming travel.

Davison announced that five Board seats are up for renewal at the end of the fiscal year – four appointed and one elected. He noted that he will be reaching out to communities about next steps on these appointed seats.

The VSC CEO agreement is up for renegotiation at the end of April. Davison asked the Committee how they would like to manage this process.

The next Executive Committee Meeting will need to be rescheduled due to a time conflict with VSC's Strategic Marketing Plan Retreat on March 14, 2017.

Committee Discussion. Arnold agreed to be Sarah Maggelet's Board mentor. The Committee agreed to address the CEO contract renegotiation at the March Executive Committee meeting. The Committee also decided to reschedule the next Executive Committee Meeting to Monday, March 13, 2017.

Public Comment – None.

BUSINESS ITEMS

5. Air Service Development

United Airlines announced one additional daily flight to/from San Francisco (starting March 9) coming out of VSC's December 2nd meeting in Chicago. United is running financial models to determine next steps on a potential Denver flight. VSC is waiting on the results of the Economic Impact Study before proceeding with a Minimum Revenue Guarantee (MRG). The study is on hold due to account changes at Sixel. Initial information is expected back in March or April.

Committee Discussion.

Public Comment – None.

6. SAVOR on the Road Update

VSC will travel to Seattle this month for the Seattle Wine & Food Experience on February 26, and will meet with Alaska Airlines and Visit Seattle prior to the event. VSC is also considering activation at Taste Washington (March 25-26, 2017). Guidelines prevent VSC from serving alcohol, so the booth would be more artisan-focused.

Committee Discussion.

Public Comment – None.

7. Conference Center Feasibility Plan Update

B&D held meetings with all of the cities and the County on February 2 and 3 to determine interest and viability for a conference center. Davison provided the Committee with feedback on these meetings. A survey will be distributed to meeting planners next week, and a demand analysis is currently in progress. Community selection will be determined by the survey, demand analysis and ranking metrics. Report findings are expected late March or early April.

Committee Discussion.

Public Comment – None.

8. FY2017/18 Planning

As part of its Operational Plan, VSC will be holding a Strategic Marketing Plan Retreat on March 14, 2017 from 8:30am-2:30pm at the Avila Beach Golf Resort. The purpose of the meeting is to outline and collaborate with the Marketing Committee on ideas for VSC's marketing, including media, co-op opportunities, promotions, travel trade and public relations. BCF will be present to report on campaign progress and data, present ideas for future marketing and to hear thoughts from the Committee. This discussion will guide the FY17/18 Marketing Plan Update, which will be presented to the Board for approval in May 2017.

Committee Discussion.

Public Comment – None.

9. Marketing Agency Update

Davison provided a first look at the Brand Lift Study. The Committee also viewed website analytics since the launch of the marketing campaign.

Committee Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 1:05pm.