



# Minutes

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## Visit San Luis Obispo County Executive Committee

### Visit SLO CAL Executive Committee

#### Meeting Minutes

Monday, March 13, 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, Clint Pearce

**ABSENT:** Noreen Martin, JP Patel

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

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**Call to Order at 11:34 am.**

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

None.

#### **ANNOUNCEMENTS**

None.

#### **CONSENT AGENDA**

**3. Approval of February 9, 2017 Executive Committee Meeting Minutes  
Approval of February Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0**

#### **CEO REPORT**

**4. CEO Report**

VSC's Tourism Exchange will be May 11, 2017, 11:30am-4:30pm, at the Embassy Suites. Davison noted that the format has changed from previous years: a lunch/keynote speaker will be followed by three, 45-minute break-out sessions.

Davison reported out on his presentations at the City Managers Meeting (February 17, 2017), Paso Robles City Council Meeting (March 7, 2017), and Cal Poly Economic Development Committee Meeting (March 8, 2017), as well as his interview on the Dave Congalton Show on KVEC (March 13, 2017). At the City Managers Meeting, the city managers expressed concern that appointed VSC Board members are not keeping city staff or council in the loop on key initiatives. Davison recommended scheduling quarterly meetings with the city manager, one to two councilmembers, the Visit SLO CAL appointed Board member and the CEO to highlight key initiatives for interested cities.

Davison reported out on the Marketing Committee Strategic Planning Meeting (March 14, 2017), and noted that the meeting will guide the FY2017-18 Marketing Plan update.

Davison provided an update on the Board seats up for renewal, noting that he has reached out to all of the applicable communities on next steps on appointed seats, and that Noreen Martin's seat will be up for election.

Davison provided an update on his travel schedule, noting that the timing of the UK/Ireland Sales Mission (April 20-May 2) will help VSC communicate detour routes in the midst of the Highway 1 closure. The next Executive Committee Meeting is scheduled for Tuesday, April 18, 2017.

Public Comment – None.

Committee Discussion. The Executive Committee recommended quarterly update meetings for interested communities.

## **BUSINESS ITEMS**

### **5. CEO Contract Agreement**

The Committee reviewed the components of the CEO's proposed contract agreement in a closed session.

Public Comment – None.

Committee Discussion. The Committee unanimously agreed to accept the CEO's requested salary increase, a flat reimbursement for phone and auto expenses and approval of seat upgrades to premier plus or business class for travel. The Committee asked Davison to research a policy for life insurance, short-term and long-term disability through VSC's insurance provider. Davison noted that he would provide an updated draft addendum to the Committee in advance of their April meeting.

### **6. Highway 1 Closure Communication**

Davison showed the Committee photos of the Highway 1 bridge damages as well as a cancellation from an international guest who was planning to stay in Morro Bay. He reviewed the current tactics that VSC is implementing to assist during this crisis, estimated staff time thus far and some of the testimonials received by the team.

Public Comment – None.

Committee Discussion.

### **7. Air Service Development**

Following VSC's December 2, 2017 meeting with United Airlines at their headquarters in Chicago, United Airlines announced additional San Francisco air service starting March 9, 2017 (a fourth daily flight), and new, daily nonstop service to Denver starting June 8, 2017. A spend of up to \$250k is recommended to activate the Denver market during the current fiscal year. During the January re-forecast, \$173k in additional media was added to the budget. Davison noted that VSC is continuing to focus on Dallas service through American Airlines and is working toward a headquarters meeting with the airline.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Pearce/Arnold to approve up to \$77k for FY16/17 from contingency funds for Denver activation.

**Motion carried: 3:0**

## **8. SAVOR on the Road Update**

Davison noted that the Seattle Wine & Food Experience was very successful, and showed photos of the booth to the Committee. VSC will skip Taste Washington this year due to time limitations, and is currently researching events in Denver for potential activation. Burnham will be attending Taste Washington as a guest to scope out the event for possible inclusion in 2018.

Public Comment – None.

Committee Discussion.

## **9. Conference Center Feasibility Plan Update**

Davison reviewed B&D's Phase 1 Demand Analysis results of the conference center feasibility plan. Davison noted VSC's options for next steps. VSC could end engagement and release the demand analysis results, allowing communities to determine next steps based on interest and ability. Another option is for VSC to proceed with Phase 2.

Public Comment – None.

Committee Discussion. The Executive Committee recommended releasing the report and allowing the communities to engage B&D on their own. The recommendation will be brought before the Board at the March meeting.

## **10. Marketing Agency Update**

Davison provided an overview of VSC's advertising performance, including conversion rates and arrival results. He also provided details on the Denver market. In addition, VSC is working on an eight-page advertorial co-op article in Alaska Airline's in-flight magazine to support the upcoming route between Seattle and SLO. Participants include Paso Robles, Pismo Beach, SLO, CBID, Atascadero and Morro Bay.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

Meeting adjourned at 1:25pm.