



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, July 12, 2016

12:00pm

Visit San Luis Obispo County Office
1334 Marsh Street
San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

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

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 12:08pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of June 7, 2016 Executive Committee Minutes

C. Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion.

Public Comment – None.

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

Motion carried: 4:0

BUSINESS ITEMS

5. FY2016-17 Budget Update

VSLOC closed out FY2015-16 with about \$30,000 in carryover funds, and paid some additional FY2016-17 expenses that will be reduced from the FY2016-17 budget. The FY2016-17 budget is expected to be re-forecasted in September or October based on VSLOC's Operational Plan.

Committee Discussion.

Public Comment – None.

6. Marketing Agency Update

VSLOC has signed its contract with BCF. Davison provided an update on BCF's Immersion Plan, and noted that next steps include the delivery of a Statement of Work (prior to September 1, 2016), and a Marketing Plan (by November 1, 2016). Initial branding will be complete by mid to late September.

Committee Discussion.

Public Comment – None.

7. Strategic Plan Update

The Board approved the Strategic Plan on June 15, 2016. VSLOC has contracted with Coraggio for Operational Planning services to execute the Strategic Plan. The team is hoping to onboard a VP of Marketing before beginning this process. Based on August/September timeline for Operational Planning, VSLOC would like to come back to the Board in October with recommended priorities.

Committee Discussion.

Public Comment – None.

8. Sponsorship

Davison recapped the Marketing Committee's discussion on event sponsorship from the June 14 and July 12 Marketing Committee meetings, noting that some on the Marketing Committee believe VSLOC's approach should be shifted to in-kind marketing, and that the application process should be eliminated aside from in-kind sponsorship requests. The Marketing Committee will continue to discuss this process at their September 12 meeting.

Committee Discussion.

Public Comment – None.

9. CEO Contract Update

Davison asked the Committee for feedback on a draft of the President & CEO Bonus Compensation Metrics for Year 2. In this draft, the first portion of the bonus (10%) would be the same as Year 1. The second portion (10%) would focus on the imperatives of the Strategic Plan. Davison suggested bringing the metrics and recommendations to the Board for final approval.

Committee Discussion.

Public Comment – None.

10. Future Meeting Date

Davison asked for feedback on the date and time of the next meeting.

Committee Discussion. The Committee agreed to cancel the August meeting.

Public Comment – None.

CEO REPORT

11. CEO Report

On June 29, 2016, the SLO County Regional Airport held a press conference unveiling Alaska Airlines' nonstop service between SLO and Seattle, which begins April 13, 2017. VSLOC worked closely with the airport and SLO EVC in persuading Alaska Airlines to begin service in the County, and the funds available through the formation of the TMD encouraged Alaska Airlines to add this air service. Davison discussed next steps.

VSLOC's line of credit will be reduced to \$250,000 by the end of the week.

VSLOC will be asking the Board for approval to close the SAVOR bank account at Heritage Oaks Bank by the end of July.

VSLOC was featured in a 20+ page California supplement to Global People China Magazine, which resulted from the Visit California CEO mission in China. This is great exposure for San Luis Obispo County.

VSLOC summaries of key takeaways from the two studies are now available online. Check out the Members Area of the VSLOC website to download.

VSLOC was asked to present its research findings at the SLO County Mayors Meeting on July 1, 2016. During the meeting, the mayors had a robust and fragmented discussion on the illegal vacation rental issue and how it should be resolved, but there was no consensus.

Davison highlighted the trend over the past 6 months of reduced occupancy and increased RevPAR, and noted how some hoteliers in coastal zones are pushing up the rate.

Visit California has decided to include SLO County in their new ad campaign with a scene of sand surfers in the Oceano/Guadalupe Dunes. Filming is set to occur in September. This is exciting news for VSLOC as it means domestic and international exposure for San Luis Obispo County.

Davison provided an update on VSLOC staffing and his travel schedule.

Committee Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 1:30 pm.