



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Wednesday, November 9, 2016

11:30am

Visit San Luis Obispo County Office

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

PRESENT: Jay Jamison, JP Patel, John Arnold

ABSENT: Clint Pearce

STAFF PRESENT: Chuck Davison, Helen Pratt

Call to Order at 11:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of October 18, 2016 Executive Committee Minutes

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

Committee Discussion – The Committee agreed to table the minutes until the next meeting since only one attendee was present at the last meeting.

Public Comment – None.

CEO REPORT

4. CEO Report

James Davison, who holds the appointed County Unincorporated Area seat on our Board, had to resign after Pacifica Hotels relocated him from Cambria to Pismo Beach. The County has been notified of the vacancy and they have begun the process to fill the position.

Davison provided a staffing update, noting that VSLOC has the same number of staff today as before the TMD passed, though the team has taken on significantly more initiatives.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. Visit California (VCA) will gear the training toward properties of all sizes (large and small). A DMO luncheon with VCA and China Ready trainers will be held after the event.

Davison reviewed the details on California Proposition 64, and noted that VCA and Cal Travel are developing a one-sheet of best practices. This information will be funneled down to VSLOC constituents as it becomes available.

VSLOC Operations Manager, Brendan Pringle, attended the 28th Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents.

Committee Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Operational Plan Update

VSLOC and Coraggio completed their final Operational Planning trade-off on October 21, 2016. Davison detailed the priority levels of the different initiatives, and listed potential budget impacts.

Committee Discussion.

Public Comment – None.

6. Conference Center Feasibility Study

Davison recapitulated the Board's decision to pursue a conference center feasibility study prior to development of the strategic plan, and then again approved it as part of the strategic plan. Staff has recommended this as a top priority in the Operational Plan.

Davison summarized the four conference center feasibility study proposals that VSLOC received.

Committee Discussion – Patel noted he is against moving forward with this study, as he does not believe marketing dollars should be spent on this. The Committee chose to not make a recommendation to the Board.

Public Comment – None.

7. Marketing Agency Update

a. Branding

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70th percentile across all fronts.

The Marketing Committee had voted 8:2 in favor of SLO CAL. Pismo Beach CVB and Morro Bay Tourism Bureau voted against SLO CAL as they believed the brand could be improved, but noted that they did not want to delay the shoulder season campaign.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000.

Davison walked the Board through media recommendations for January through May of 2017, and noted that VSLOC is requesting an additional \$100K in funding specific to Seattle for this market launch.

Davison noted that once the Marketing Plan is finalized, printed copies will be delivered to Committee members.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Patel/Arnold to recommend approval of the following: the brand as presented, an extra \$100,000 for marketing in Seattle, and up to \$20,000 to secure SLO CAL merchandise, URL and trademark.

Motion carried: 3:0

8. Future Meeting Date

Davison proposed January 12, 2016 from 12:00-2:00pm as the next meeting date.

Committee Discussion – Patel requested that these meetings not be scheduled on Wednesdays. Arnold requested these meetings begin at 11:30am instead of 12:00pm.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 1:28 pm.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.