



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, November 30, 2015

1:00pm

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

1. CALL TO ORDER: Jay Jamison

PRESENT: Jay Jamison, Clint Pearce, Noreen Martin

ABSENT: JP Patel

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 1:03pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

BUSINESS ITEMS

3. Catalyst Marketing Review

The Executive Committee addressed the on-going documented challenges VSLOC has faced with Catalyst Marketing Company, the critical importance of the Shoulder Season campaign to the constituents of Visit San Luis Obispo County, and expectations, many already noted in the agreement and SOW, moving forward. Mark Astone, President & CEO of Catalyst, understood the concerns of the committee and the importance of resolving the issues immediately and noted the internal changes that Catalyst has put in place in order to ensure that challenges do not continue, future deadlines are met, and promised that all future tasks would be delivered in a timely manner.

Committee Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 2:09pm.