



# MINUTES

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## Visit SLO CAL Executive Committee

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#### Meeting Minutes

Wednesday, July 18, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** John Arnold, Aaron Graves, Jay Jamison, JP Patel, Clint Pearce

**ABSENT:** n/a

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

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**Call to Order at 11:31am.**

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

None.

**ANNOUNCEMENTS**

Patel announced that he will likely be unable to serve on the Board and Executive Committee as of the first week of August, as his hotel is currently in escrow.

Davison announced that the Paso Robles City Council approved the formation of its non-profit district, Paso Robles Destination, as of July 18, 2017. Stacie Jacob is the interim CEO, and VSC is helping to promote their search for an Executive Director.

Davison reviewed the Executive Committee meeting schedule for FY2017-18.

Davison reminded the Committee to cc "Records@SLOCAL.com" on any emails pertaining to other Board, Committee and VSC team matters of official Visit SLO CAL business.

**CONSENT AGENDA**

**3. Approval of June 14, 2017 Executive Committee Meeting Minutes**

Davison noted that June/Year-End Financials will be presented to the Executive Committee and Board in September.

Public Comment – None.

Committee Discussion.

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

## **CEO REPORT**

### **4. CEO Report**

Davison provided a draft example of the CEO Report that VSC will be sending in months when the VSC Board is not meeting. In addition to this report, the packet sent to the Board will include monthly financials, as well as TOT, Marketing, SEO and Activity Reports.

Signature cards for VSC's two bank accounts will need to be updated to reflect the new Executive Committee. This has been scheduled for completion in September. In the meantime, all Executive Committee members except Graves will be able to sign checks.

Davison recapped the CalTravel Summit (June 27-29, 2017) and Destination International Convention (July 11-July 14, 2017), outlining the major highlights and takeaways. Davison noted that he was elected to the Board and Executive Committee of CalTravel, giving VSC a great opportunity to stay up to speed on advocacy at the state level. Davison also noted that the Cannabis panel that he moderated was highly rated by attendees due to the information conveyed.

Pam Roberts has been promoted to Events & Membership Manager. VSC is currently working with Searchwide to fill the Director of Communications role. The SLO CAL trademark was processed in December, with details expected in the coming months, and VSC is working to finalize the "Life's Too Beautiful to Rush" trademark submittal. As VSC starts the RFP process for a new media agency to place our media in the future, VSC is working with its attorneys on a creative-only SOW for BCF.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **5. TMD Contract Deliverables**

Davison provided an update on the FY2016-17 Audit, required by our contract with the County. He noted that the County has approved our auditor (Burkart & Stevens), and reviewed the timeline for this process. He updated the Committee on the FY2016-17 Annual Report, also required by our County contract. The County has again this year granted VSC an extension to deliver the report by September 30 instead of the August 30 contract date. Davison reviewed the timeline, and noted that VSC will produce a small run of printed annual reports this year for Board members, Committee members and government officials, and will provide a digital version on its website.

Public Comment – None.

Committee Discussion.

### **6. Executive Committee Power**

At the June Board Meeting, it was recommended that VSC review Executive Committee authority after deciding to change to bi-monthly meetings, as some items and opportunities require a more urgent response. One example is the approval of a contract with a new media buying agency in August. Davison reviewed language from VSC's Bylaws, which notes that the Committee may exercise all the authority of the Board between Board meetings, with certain key exceptions. Davison

noted that the Committee would report out on action taken at the next Board meeting and Committee decisions would be ratified by the Board.

Public Comment – None.

Committee Discussion. The Committee affirmed that this was sufficient authority, and that no further action was necessary.

## **7. Marketing Committee Applications**

VSC re-opened the Marketing Committee application process now that the tourism marketing district is two years old. Davison noted that membership of the Committee is balanced across DMOs, communities, agencies and the industry sector. He also outlined the guidelines for applicants as marketing professionals. The Committee reviewed current representation numbers.

Davison pointed out that four seats remained open (the Management District Plan calls for up to 18 seats), the Paso Robles DMO seat has been vacated by Amanda Diefenderfer with their district changes, and one seat (formerly occupied by Judith Bean) has been held for Arroyo Grande's DMO as required by the MDP.

VSC received applications from Melissa Colon (Pacifica Hotels), Audrey Arellano (Adelaide Inn & Cambria Inns Collection), Jill Tweedie (Breakaway Tours & Event Planning), Shari Clark (BCA), Dawn Rodden (Los Osos/Baywood Park Chamber) and Stacie Jacob (Paso Robles Destination). The Marketing Committee recommended Colon, Arellano, Tweedie and Clark at their July 11, 2017 meeting. Since Jacob's application was submitted late, it did not make the Marketing Committee agenda packet, but can still be approved by the Executive Committee.

Public Comment – None.

Committee Discussion. The Committee requested that Audrey Arellano's application be further vetted by VSC's VP of Marketing and the Marketing Committee, based on her sales background and new role as Brand Manager. They also expressed concern that appointing Melissa Colon would open the door for any sales professional to have a seat on the Marketing Committee.

**ACTION:** Moved by Graves/Jamison to approve the following candidates to join VSC's Marketing Committee, as recommended by the Executive Committee for Board approval: Jill Tweedie, Shari Clark and Stacie Jacob.

**Motion carried: 5:0**

## **8. Marketing Update**

Based on the discussion at the June Executive Committee meeting, VSC asked the Marketing Committee what local DMOs are doing to engage consumers in-market. Davison reviewed their feedback, noting that in-market engagement with DMOs is limited. VSC's role could include customer service trainings and incentive programs, local discounts and incentives for guests to experience attractions, and local PR campaigns to help residents understand and appreciate the impact of tourism. Davison also reported out on his meeting with Visitor TV.

Davison provided an update on paid media efforts. VSC has sent an RFP to seven media agencies in the effort to be more strategic about media planning and placement. The Marketing Committee will have a special meeting on August 3 for finalist presentations with a special Executive Committee meeting to follow for approval to begin contract negotiations. Davison reviewed key campaign performance metrics and learnings gleaned from the campaign.

Davison provided an update on owned media efforts. Four partners have signed onto VSC's co-op with Chute, a social media content aggregator. Davison discussed the growth of organic traffic on the VSC website during the month of June.

VSC contracted Peregrine Media Group to do the second round of aerial footage (via helicopter), focusing on the interior of the County.

Davison provided an update on Film SLO CAL, including new productions being filmed in SLO CAL in July and August.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

**ACTION:** Moved by Patel/Graves to adjourn the meeting.

**Motion carried: 5:0**

Meeting adjourned at 1:08 p.m.