



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, August 16, 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, Clint Pearce

ABSENT: JP Patel

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:34am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

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 July 18, 2017 Executive Committee Meeting Minutes

4. Approval of August 3, 2017 Executive Committee Special Meeting Minutes

Davison noted that June/Year-End Financials will be presented to the Executive Committee and Board in September, along with the annual Audit. July Financials will also be presented at these September meetings.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to approve the Consent Agenda as presented.

Motion carried: 4:0

CEO REPORT

5. CEO Report

Davison shared U.S. Travel's Travel Trends Index with the Committee, noting that compared to other international markets, the United States is propelling forward. Domestic travel continues to advance, and is forecasted to advance through 2018.

On August 9, 2017, State Fund, our worker's compensation insurance performed a routine payroll audit. We should hear back from their auditor in the next couple months.

On July 31, 2017, VSC received a letter from the IRS asking that VSC pay a penalty for 1099s that they claim arrived late, although they were filed timely. VSC's auditor, Dennis Burkhart, sent a letter in response, and VSC is awaiting follow-up from the IRS.

Davison reported out on the DMA West Leadership Summit (July 31-August 2, 2017), and noted that Visit SLO CAL submitted an RFP for next year's event.

Davison noted that he will not be able to present at the City Managers Meeting on August 18, 2017 due to a schedule conflict with the CalTravel Board Meeting, but is working to reschedule for a different month. He also noted that he will be presenting Visit SLO CAL's annual report to the Morro Bay City Council Meeting on August 22, 2017.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Cannabis Legalization Education

Davison noted that the role of VSC should be to help educate constituents on how to be successful in an approved Prop 64 California. VSC is working with Cal Travel to create a one-sheet of best practices based on the learnings discovered from other states with legal recreational cannabis to distribute prior to January 1, 2018. At the same time, the organization needs to assert a position on the marketing of cannabis-related activities before January 1, since at least one contributing TMD community (Grover Beach) is advancing recreational cannabis sales. Davison requested feedback from the Committee.

Public Comment – None.

Committee Discussion.

7. Highway One Closure Update

On August 2, 2017, Caltrans announced that a roadway will traverse over the Mud Creek slide, using a series of embankments, beams, rocks, netting culverts and other stabilizing material. A more specific timetable and cost estimate is expected by the end of August. VSC has activated a \$25,000 dollar-for-dollar match advertising co-op for our North Coast partners and members. Davison reported out on his meetings with California State Senator Bill Monning and Assemblyman Jordan Cunningham about the Highway One closure. He noted that Sen. Monning was well-versed on the issue, and that it was an opportunity to educate Assemblyman Cunningham on the need for a timeline on the new road. Cunningham committed to start discussions with Caltrans on this issue. Davison also provided an update on VSC's Highway One communications efforts, including recent interviews with local media. VSC's North Coast constituents continue to express appreciation of the organization's efforts.

Public Comment – None.

Committee Discussion.

8. Collaboration Consulting Update

In conjunction with Imperative 1 of the strategic plan (Optimize our organizational capacity), VSC contracted Collaboration for another round of consulting. Davison discussed the WorkTraits assessment that they performed, noting that VSC now uses this for every candidate it is seriously considering to see how they would fit in with the organization and how they would work with their supervisor. He added that the second round of consulting includes re-writing job descriptions to make them more user-friendly and coaching sessions with leadership team members.

Public Comment – None.

Committee Discussion.

9. Destination Development Strategy

In conjunction with Imperative 4 of the strategic plan (Advocate for the development of critical tourism infrastructure), VSC is setting the groundwork to develop a long-term tourism infrastructure master plan, also known as a destination development plan. VSC has reached out to consultants that have drafted the destination development plans for major destinations like Travel Portland, Vancouver and others. VSC hopes to have the proposals for consideration by the Board this fall. Davison asked the Executive Committee what they believe the appetite of communities is to engage in this and what might be some hot-button issues to consider in their respective communities. Davison noted that the study could take 18-24 months to complete, and it would have a hefty development cost, due to the size and scope of the region.

Public Comment – None.

Committee Discussion.

10. Marketing Update

Davison provided an update on VSC's Travel Trade efforts and upcoming opportunities, Film SLO CAL's recent projects and media exposure, and VSC's PR efforts, press hits and upcoming opportunities. VSC is taking some of the video footage from its latest helicopter shoot, and packaging it into destination video "postcards" for each community. Davison highlighted the July website metrics, noting that the numbers continue to see robust increases year over year.

Davison gave an update on BCF's current projects, including the Annual Report, a deeper competitive analysis and a deeper persona analysis. VSC is in contract negotiations and on-boarding with Goodway, its new media agency of record. Goodway will be re-assessing BCF's media recommendations. Davison noted that The Clymb will be in-market August 21-24 as part of a strategic partnership with VSC.

Davison presented the latest data from Arrivalist and a summary of the major learnings from this data.

At the July meeting, the Executive Committee requested that the VP of Marketing, Brooke Burnham, and the Marketing Committee further vet Audrey Arellano's application to the Marketing Committee. Burnham met with Arellano and the Marketing Committee further vetted her in person at their August 8, 2017 meeting. After interviewing her, the Marketing Committee recommended that the Board approve Arellano's application.

ACTION: Moved by Arnold/Jamison to approve Audrey Arellano's application to join the Marketing Committee for recommendation to the Board.

Motion carried: 4:0

ADJOURNMENT

ACTION: Moved by Jamison/Arnold to adjourn the meeting.

Meeting adjourned at 1:10 p.m.