



MINUTES

Visit SLO CAL Executive Committee

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Meeting Minutes

Wednesday, June 14, 2017

2:00pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Jay Jamison, JP Patel

ABSENT: Noreen Martin, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 2:06pm.

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 May 15, 2017 Executive Committee Meeting Minutes
Approval of May Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

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

Motion carried: 3:0

CEO REPORT

4. CEO Report

Davison provided a recap of the Visit California CEO Mission to Mexico and Canada and Visit California's California DMO Leadership Summit. He noted that the discussions at the summit ranged from government affairs to business issues.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

5. Advisory Committee Meeting Recap

Davison thanked the Executive Committee members who attended the Advisory Committee meeting on June 1, 2017, and reported out on the feedback received during the meeting. Paso Robles Mayor Tom Frutchev had commented on the lack of awareness among local residents of the positive impact of tourism, and Pismo Beach Mayor Ed Waage noted the current lack of ground transportation options. Davison also requested further feedback from the Executive Committee on the meeting.

Public Comment – None.

Committee Discussion.

6. Local Advertising

Based on the feedback from the Advisory Committee about the lack of local awareness, Davison asked the Committee if Visit SLO CAL should promote the organization's work in an informative fashion to a local audience, or whether any funds should be spent locally. He noted that funds could come from the membership (non-TMD) account, and that this could take the form of a new local-focused landing page and a closer involvement with the local radio and news outlets.

Public Comment – None.

Committee Discussion. The Committee expressed a lack of interest in spending any VSC funds on local promotion.

7. Booking Engine Update

Davison provided a breakdown of bookings received through the SLOCAL.com Booking.com booking engine widget by room count, community and by month, noting that 50 percent of bookings went to properties with 50 rooms or less. This includes international reservations from Iceland, the United Kingdom, France, Germany, Canada, Finland and other countries. He also noted that these results fulfill the vision that the Board had set out when they decided to utilize Booking.com's services.

Public Comment – None.

Committee Discussion.

8. Executive Committee Seats

Davison asked the Executive Committee for their recommendations on FY2017-18 Executive Committee seats. Davison noted that Pearce had expressed interest in the Chair seat, as Jay Jamison would fill the Past President seat.

Public Comment – None.

Committee Discussion.

9. FY2017-18 Marketing Plan

Davison reviewed the highlights of the FY2017-18 Marketing Plan, including target markets and demographics, media flight schedule and strategy.

Public Comment – None.

Committee Discussion. The Committee requested feedback on what VSC is spending to encourage repeat visitors. Davison noted that VSC for the most part doesn't have access to end user information if they don't sign up for VSC emails, but is currently using digital retargeting campaigns. He noted he would add this as an agenda item to the next Marketing Committee meeting so that DMOs could discuss their strategies on attracting repeat customers.

ACTION: Moved by Patel/Arnold to approve the FY2017-18 Marketing Plan as presented.

Motion carried: 3:0

10. Marketing Update

VSC added three new 15 second persona-based in May. VSC also produced a new Film SLO CAL brochure that was distributed at the FLICS Film in California Event. VSC has received word of a major independent film shooting in SLO CAL during the months of July and August. Davison recapped IPW (June 6-8, 2017), provided an update on Public Relations outreach, and shared VSC's website metrics. He also noted that VSC is currently accepting applications to its Marketing Committee, with up to 5 seats open.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 3:55pm.