



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, February 7, 2018

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, Lori Keller, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:32am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Brown Act Training is Wednesday, February 21, 2018 at 8:30am at the Embassy Suites. All Board and Committee members are required to attend if they have not already completed Brown Act Training.

VSC will presenting its Annual Report to the County Board of Supervisors on Tuesday, March 6, 2018 at the County Government Center. VSC will share the timing once the agenda is posted. Board members are encouraged to show their support for VSC initiatives. VSC will be sending out a save the date for the meeting.

CONSENT AGENDA

3. Approval of November 9, 2017 Executive Committee Meeting Minutes

Approval of January Financials (Item #4) was removed from the Consent Agenda.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Arnold to approve the Consent Agenda as amended.

**Motion carried: 4:0:1
Keller abstained.**

CEO REPORT

5. CEO Report

VSC is transitioning to a American Express corporate card and transitioning out of using its Rabobank business card.

VSC is finalizing a contract with a new controller contractor, Annie Braunschweig, who will be on-boarding in the month of February and replace Connect Accounting. Connect will end its contract as of mid-March, once the February Financials are finalized.

With the on-boarding of two new positions in the coming months, VSC is quickly running out of office space. VSC has contacted its landlord about the lease for the back space, attached to our building, that is currently occupied, and is running a parallel track with FIT about adding two to three workstations to the current bull pen.

Davison reported out on local meetings with government officials, Board members and strategic partners.

VSC is up for the “Best Digital Campaign” award in the Visit California Poppy Awards on Thursday, February 15, 2018. Fellow nominees include Visit Anaheim (\$17M budget) and San Diego Tourism Authority (\$43M budget).

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. TMD Renewal Process

The Tourism Marketing District is up for renewal in June 2020. This process is expected to take 12 months. This includes the approval process for 7 municipalities (1-3 hearings each including initial TBID meetings) and 3 hearings at the Board of Supervisors. VSC is expecting to begin the petition process in November 2018 with targeted completion of December 2019, allowing for a 6 month wind down in the event that approval is not granted. In the renewal, VSC will be asking for a 10-year extension of the Tourism Marketing District, through June 2030. Davison noted some of the major initiatives that VSC will be advancing in the coming years, and that the budgets of its competitors are significantly higher. He also noted that once the district is renewed, VSC would not have the option to change the structure again until 2030. Davison requested feedback from the Committee on changes to the District.

Public Comment – None.

Committee Discussion.

7. Destination Development Strategy

VSC is working through the contract details with Resonance for a projected start date of April 1. The contract is currently being reviewed by VSC’s attorney. VSC is also working through a communications announcement to occur in the coming weeks, which would likely attract an interview with key local media.

Davison discussed the proposed composition of the Destination Development Steering Committee, and noted that with the Board’s approval of the Destination Development Director position, VSC has opened the application process for the

position, and has started reviewing applications and conducting interviews. Resonance has recommended hiring someone with a public policy and urban development background, and will be engaged in the interview process. Davison asked the Committee to consider increasing the base salary for the position in order to attract qualified talent in-market.

Public Comment – None.

Committee Discussion. The Committee agreed to increase the base salary for this position.

8. Regionalism Update

Davison met with Michael Bradley to discuss a strategic partnership with the California Mid-State Fair, in which VSC would be able to provide SLO CAL information to out-of-market concert ticket purchasers. He has had ongoing meetings with Ermina Karim and Melissa James at the SLO Chamber about reducing duplication of efforts among organizations. He also met with President Armstrong to discuss opportunities for collaboration, including promoting major Cal Poly events like the April Rodeo, and providing communications and assets to target Cal Poly alum for visitation to SLO CAL.

Davison provided an update on Taste Washington planning efforts, noting that the activation would include a farmer's market style booth with three destination partners (Travel Paso, SLO TBID and Pismo Beach CVB) and several other partners. This event will be happening in Seattle on March 24-25, 2018.

Public Comment – None.

Committee Discussion.

9. Air Service Development

As mentioned at the last Board Meeting, beginning April 9, United Airlines will add a second daily non-stop flight to Denver. They will also upgrade both planes to Denver, 3 planes to Los Angeles and 1 plane to San Francisco. This represents an addition of 175 daily seats. VSC, along with the Airport and the Airport's consultant, will be meeting with Alaska Airlines at their headquarters on March 23, 2018. VSC will be taking 12 Alaska Airlines route planners to VSC's SAVOR booth at Taste Washington that Saturday to sample the experiences VSC is creating in Seattle, and to see our marketing efforts in action. VSC is also working towards a headquarters meeting with American Airlines in Dallas, TX.

Public Comment – None.

Committee Discussion.

10. Marketing Update

Davison provided an update on travel trade efforts and key marketing initiatives. He also reported out on owned and paid media metrics, including the launch of the \$1.2M Winter/Spring Campaign.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 1:19 p.m.