



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, April 18, 2018

8:00am

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

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**Call to Order at 8:18am.**

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

None.

#### **ANNOUNCEMENTS**

VSC is hosting its annual Tourism Exchange at the Embassy Suites on Tuesday, May 8, from 11:00am-4:30pm, followed by a reception from 4:30pm-7:00pm.

#### **CONSENT AGENDA**

**3. Approval of March 7, 2018 Executive Committee Meeting Minutes**

**4. Approval of Lindsey Hartig's Marketing Committee Application**

Davison noted that VSC received three applications for the open seat on the Marketing Committee (Lindsey Hartig, Martin Resorts; Shari Clark, Parker Sanpei; and Alana Beal, Pasolivo), of which the Marketing Committee recommended Hartig. Hartig would take Lori Keller's seat on the Committee.

Public Comment – None.

Committee Discussion.

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

**Motion carried: 5:0.**

#### **CEO REPORT**

**5. CEO Report**

Davison reviewed the February Travel Trends Index. He noted that the U.S. Department of Tourism is no longer circulating international numbers after it was revealed that the numbers were not accurate.

Visit SLO CAL is partnering with the Jack & Jill Foundation on a WOW! Experience. VSC will be sponsoring a late stage cancer patient and their family of five to the experience of a lifetime in SLO CAL. VSC is planning an unforgettable itinerary for this family. The Committee viewed a video about WOW! and Davison introduced the Committee to the family VSC is hosting. He also thanked Martin Resorts for providing 4 nights of lodging.

Davison reported out on his meeting with the Alaska Airlines Strategic Route Planning team in Seattle. VSC hosted six members of the team at Taste Washington the following day to showcase its commitment to Seattle market activation and its partnership with Alaska Airlines.

VSC wrote a letter of support for SB-1090, which will help our communities with the impacts caused by the closure of the Diablo Canyon Power Plant.

Davison reported out on his call with Your People Professionals (YPP), regarding HR consulting support based on the issues discussed at the March 21, 2018 Board Meeting.

Davison reported out on his local meetings. He noted that the next Board meeting will take place May 17, 2018 at the Avila Lighthouse Suites, and will extend from 8:30am to 10:30am due to the number of key agenda items. Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **6. Board Member Selection Process**

Davison provided an update on the appointed BOD seats up for renewal: John Arnold's reappointment to the Paso Robles seat was approved by City Council on April 17, 2018; Roger Wightman was reappointed to the Pismo Beach seat by Pismo's city manager, Jim Lewis; Sam Miller is set to be reappointed to the Grover Beach seat by City Council on May 7, 2018 and the Arroyo Grande appointed seat remains vacant. The B&B seat is the only elected seat up for renewal. Elected seats are determined by BOD vote. Aaron Graves has expressed his interest in retaining this seat. Davison asked the Committee if they would like to open the application process to lodging investors as VSC has done in the past. If so, the process can open this week and close EOM.

Public Comment – None.

Committee Discussion. The Committee agreed that the application process for the B&B seat should be open to all investors.

### **7. Executive Committee Seats**

Davison noted that this is an item on the May BOD agenda. Staff is requesting that Executive Committee members hold their current seats for another one-year term in an effort to maintain consistency for the organization as it moves through the Destination Management Strategy and into the TMD renewal process.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Keller/Graves to leave the Executive Committee "as is."

## **8. Destination Development Strategy**

Davison reported out on VSC's kick-off call and follow-up call with Resonance Consultancy. VSC has renamed the Destination Development Plan the "Destination Management Strategy" (DMS), based on the connotations surrounding the words "development" and "plan." Resonance is assisting in crafting the messaging around the DMS prior to the Tourism Exchange. The VSC marketing team is working on all related communications. Resonance is working through the first draft of a visitor survey with VSC, and VSC is finalizing recommendations on 14 competitive analysis markets. Their research will begin in June. Davison noted that four DMOs are participating in municipality co-ops with Tourism Economics (economic impact and visitor volume studies): Paso Robles, SLO, Unincorporated SLOC and Morro Bay. Atascadero opted to do the visitor volume study only. Davison provided an update on the DMS timeline and the Steering Committee, and asked the Committee for any additional suggestions for steering committee members.

Public Comment – None.

Committee Discussion.

## **9. Operations Update**

Davison provided an update on the FY2018/19 Budget planning process, noting that the final draft will be ready for Board Approval on May 17, 2018. VSC is forecasting a 2 percent increase in revenue next year, along with a revenue bump from the Inn at the Pier and the County's contract with Airbnb. Major new components will include an increase in rent and capital improvements with the expansion of VSC's office footprint, Destination Management Planning costs and the TMD renewal process. Davison showed the Committee a rendering of the new cubicle "bull pen" area, which includes two additional cubicles. He also noted that VSC has negotiated exit terms with the current tenant in Unit B (attached to VSC's existing office), offering an early exit fee. The tenant agreed to move out by no later than June 15. VSC will be making some minor tenant improvements, including some door removals and glass walls forming a hallway outside the conference room and two new offices in the newly added space for the President & CEO and VP of Community Engagement & Advocacy.

Public Comment – None.

Committee Discussion.

## **10. Marketing Update**

Davison provided an update on recent travel trade efforts and upcoming programs, and reported out on the SAVOR installation at Taste Washington and VSC's new product promotion program. He discussed recent and upcoming PR efforts, media results, and owned media metrics. He noted that VSC is working with its media agency, Goodway Group, to drill down on the quality of its web traffic.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

Meeting adjourned at 9:53am.