



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, June 27, 2018

12:00pm

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

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 12:16pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

CONSENT AGENDA

3. Approval of May 10, 2018 Executive Committee Meeting Minutes

4. Approval of May Financials

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0:1
Arnold abstained**

CEO REPORT

5. CEO Report

Davison reviewed the April 2018 Travel Trends Index from U.S. Travel, as well as the April TOT Report. On June 22, 2018, Destinations International (DI) certified VSC for their Destination Marketing Accreditation Program (DMAP), indicating VSC had satisfied the rigorous standards (93 total) set forth by the international destination community. VSC will be formally recognized at DI's Annual Convention in July. Davison reported out on his HQ meeting with American Airlines, in partnership with Kevin Bumen (SLO Airport) and Jack Penning (Volaire). Davison noted that the City of Paso Robles, in partnership with Travel Paso and the Paso Robles Event Center are exploring plans to build a \$26M conference center on the grounds of the Paso Robles Event Center. He said that additional communities are also looking at options for a

conference space. VSC collaborated with the Jack & Jill Foundation to host Ken Schiedemeyer (a late-stage cancer patient) and his family from June 18-22, 2018. The family went ziplining, kayaking, surfing and winetasting, and VSC's staff and their families hosted them for a bonfire in Oceano, with non-TMD funds. Davison gave an update on office expansion efforts, including the addition of more cubicles and new offices at the back of the current office. Wambolt, Burnham and Davison hosted a Morro Bay lodging meeting on June 21, 2018 for mid and small-sized properties, in an effort to increase engagement. Davison updated the Committee that multiple local communities are considering TOT/Assessment rate increases. With regards to Highway 1's re-opening, VSC conducted a site visit of the Mud Creek Slide on June 5, 2018, and Caltrans announced that Highway 1 will re-open at the end of July. Davison and Burnham met with the CBID, San Simeon Tourism Alliance and Cambria Tourism Alliance on the re-opening and held a call with Caltrans and VCA about re-activation on June 20, 2018. Davison thanked all who were able to attend the Advisory Committee Meeting on June 7, 2018 and highlighted some of the positive feedback VSC received from elected officials. He also noted that VSC had some conversation during the meeting on the status of contracts with Airbnb to collect TOT and assessment dollars, and that Pringle has put Grover Beach and Arroyo Grande in contact with VSC Board member Jim Hamilton, who was integral to the County's contract with Airbnb. VSC held its quarterly check-in meeting with Coraggio group to identify challenges and map out solutions on the Operational Plan deliverables. VSC also began the discussion with Coraggio of adding new initiatives now that items like the Conference Center Feasibility Study are complete and the DMS is in progress. Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Destination Management Strategy Update

Davison provided an update on the Destination Management Strategy (DMS). Interviews and group meetings with investors, stakeholders, business leaders, non-profit leaders and residents have been completed. A total of 135 stakeholders met with our consultants via 35 sessions and 2 calls. VSC has met with the Tribune Editorial Board. Christine Robertson, VP of Community Engagement and Advocacy, onboarded full-time on June 1, 2018. VSC's Destination Assessment, including a 14-market competitive analysis has been completed, and 2017 Economic Impact Study and Visitor Volume reports have been finalized by Tourism Economics. Our Visitor Survey closed on June 25 with 2080 responses. VSC held its second Steering Committee Meeting on June 25, 2018 and Davison met with Supervisor Adam Hill on June 27 to discuss the DMS. Supervisor Hill expressed his support of this work and even offered to provide a testimonial. Davison has additional meetings scheduled with the 4 other supervisors.

Davison noted he is meeting with the Pacific Coast Business Times Editorial Board today (June 27, 2018), and that the Resident Survey is scheduled to launch in mid-July with a PSA on KSBY. The Committee also viewed this PSA.

Public Comment – None.

Committee Discussion.

7. Business Attraction Effort

Davison outlined the Economic Development Ecosystem (Visit-Live-Work-Business-Visit), and gave background on VSC's involvement in local business attraction, retention and growth discussions, spearheaded by Cal Poly President Jeffrey Armstrong's Local Economic Development Committee (LEDC). He described the composition of the LEDC, and outlined the Business Attraction Subgroup Members. He noted that VSC's involvement would be in the best interest of tourism, and that VSC is uniquely equipped to tell the SLO CAL story. He also outlined how the impending closure of Diablo Canyon, the loss of local companies, pension liabilities, and the forecasted economic downturn in 2020 make business attraction, retention and growth all the more important. Davison noted that proactive work is not currently happening in the area of business attraction, retention and growth, and that the area needs a new model based on regionalism. VSC, local chambers and Cal

Poly are in active discussions on advancing a proactive effort through a new organization. Davison requested that the Committee recommend support of this endeavor.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Jamison to recommend that: VSC continue to play a leading role in new efforts to develop a proactive, regional, economic development initiative focused on business attraction, retention and growth. VSC to contribute a \$25,000 sponsorship (from non-TMD assessment funds) once the new organization is established with a business plan and governance structure that aligns with Visit SLO CAL's efforts.

Motion carried: 4:0

8. Open Board and Executive Committee Seats

With Lori Keller's resignation from the Board, the at-large seat on the BOD is now vacant. The term of this seat extends through June 2020. VSC plans to open the application process on June 29, 2018 and close collection prior to the next BOD meeting. Lori Keller's resignation means that the Secretary seat on the Executive Committee is now open. Davison noted that Mark Eads has expressed his interest in serving the Executive Committee. Davison requested Committee feedback.

Public Comment – None.

Committee Discussion. The Executive Committee discussed that Aaron Graves could apply for this at-large seat so that he doesn't lose his seat should he sell his B&B and purchase a hotel. This would open the B&B seat up for applications. The Committee suggested that Mark Eads would be a great candidate for the vacant Secretary seat on the Executive Committee. Both items will come before the Board at the July meeting.

9. Marketing Update

Davison gave an update on travel trade efforts. He provided the metrics for VSC's ad campaign, which just ended, and noted the opportunities for improvement.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 2:00pm.