



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, November 13, 2018

8:30 am – 10:00 am

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Danna Stroud, John Sorgenfrei

ABSENT: Jim Allen, Jocelyn Brennan, Lindsey Roberts, Jill Tweedie

STAFF PRESENT: Chuck Davison, Brooke Burnham, Keba Baird, Jordan Carson

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham asked the Committee to save the date for Visit SLO CAL's Beginning of Year Bash. Burnham also announced Morro Bay and Pismo Beach as host cities for the 2019 AMGEN Tour of California and let the Committee know about the airport announcement and press conference on Thursday, December 13, 2018.

Davison talked about the #CALove crisis response from Visit California.

3. Approval of October 9, 2018 and November 13, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None

Stroud noted her statement from the November minutes needs to be adjusted in regard to the PR evaluation tool.

ACTION: Moved by **Cano/Goldie** to approve the October 9, 2018 Marketing Committee Minutes as presented.

Motion carried: 9:0:1
Akers abstained.

ACTION: Moved by **Banish/Stroud** to approve the November 13, 2018 Marketing Committee Minutes as amended.

4. Marketing Discussions

a. Destination Presentation – Cano reviewed San Luis Obispo TBID’s brand platform.

Public Comment – None.

Committee Discussion – Akers asked if the new logo mark is only used with items regarding SLO CAL. Cano noted it is with co-ops or anything in conjunction with Visit SLO CAL.

Sorgenfrei asked if the TBID’s research showed that the visitor was coming to experience the nearby wine region. Cano noted that the research did not show that the visitor was coming for wine, but once in market, this became an attraction for them. Wine is part of the story, but it’s not a primary driver.

a. TMD Renewal Discussion – Davison updated the Committee on the upcoming Tourism Marketing District renewal process, additional scope, key updates and timeline.

Public Comment – None.

Committee Discussion – Sorgenfrei asked if there is any research on how much the consumer can tolerate in terms of Tourism Occupancy Tax and assessments on their bills. Davison stated there is no available research showing that consumers make decisions based on taxes, but that the assumption is consumers likely make the decision on whether or not to return based on unexpected expenses, including taxes, resort fees, assessments, parking, etc.

Sorgenfrei stated that, at 2% and 10 years, if Pismo Beach decides to reject the renewal, it’s not Pismo’s decision; it’s the Visit SLO CAL Board’s decision. Davison noted that the Board’s recommendation is that all communities would be part of the Tourism Marketing District under the Management District Plan. Sorgenfrei noted there will be a lot of discussion from Pismo Beach surrounding this in the future.

Stroud asked, in regard to finalizing draft allocation of additional funds based on feedback, if there are any additional opportunities between now and the January Visit SLO CAL Board of Directors meeting where other stakeholders can engage and help inform. Davison noted this portion is the legal process that has to occur for the District Plan. The conversations will not inform that particular process, but might potentially help inform the rest of the process.

Little stated that currently, Morro Bay has been actively talking about reducing their 3 percent BID assessment down to 2 percent. With an additional 1 percent at the county level, that would mean total assessment and taxes would go unchanged instead of going down by 1 percent.

Jackson noted the idea of a 10-year renewal is concerning.

Stroud asked when the meetings with City Managers will take place. Davison noted that the meeting with Paso Robles is December 14, 2018. The Morro Bay meeting is December 16. The Grover Beach meeting date is TBD. San Luis Obispo and Atascadero meetings are on December 19, and the Pismo Beach meeting is December 20.

Advertising & Marketing Update

Agenda item not covered but is in the Agenda packet.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.