



# AGENDA

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## Visit San Luis Obispo County Executive Committee

### Visit San Luis Obispo County Executive Committee Agenda

Thursday, January 12, 2017

11:30am

Visit San Luis Obispo County Conference Room  
1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. Approval of October 18, 2016 Executive Committee Meeting Minutes
4. Approval of November 9, 2016 Executive Committee Meeting Minutes  
*Staff will ask for Committee approval of the October and November 2016 Executive Committee Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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5. CEO Report (15 min)  
*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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6. Advisory Committee Meeting Recap (15 min)  
*Staff will provide a recap of the December Advisory Committee meeting and request feedback.*
7. SAVOR on the Road Update (15 min)  
*Staff will provide an update on upcoming SAVOR – A San Luis Obispo County Experience feeder market events, including the Seattle Wine & Food Experience.*
8. Conference Center Feasibility Study Update (20 min)  
*Staff will provide an update on the progress of the Countywide Conference Center Feasibility Study including next steps in the study development.*
9. Budget Re-Forecast (20 min) – *motion required*  
*Staff will ask for Committee approval of VSLOC's FY2016/17 budget re-forecast.*
10. Marketing Agency Update (30 min)
  - a. Brand Roll-Out
  - b. Co-Op Media Update
  - c. Landing Page Update
  - d. Shoulder Season Campaign*Staff will provide an update on the new brand roll-out, the Co-Op media and the new landing page, and show the initial drafts of shoulder season campaign creative.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



# Minutes

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## Visit San Luis Obispo County Executive Committee

### Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, October 18, 2016

11:30am

Visit San Luis Obispo County Conference Room  
1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** Noreen Martin, JP Patel, Clint Pearce

**ABSENT:** John Arnold, Jay Jamison

**STAFF PRESENT:** Chuck Davison, Helen Pratt

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**Call to Order at 11:33 am.**

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

None.

#### **ANNOUNCEMENTS**

None.

#### **CONSENT AGENDA**

**3. Approval of July 12, 2016 Executive Committee Minutes**

Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to approve the Consent Agenda and Financials as presented.

**Motion carried: 3:0**

#### **CEO REPORT**

**4. CEO Report**

Davison announced that Wines Fly Free has been secured for the Seattle flight and is expected to start with the flight launch in April.

The Board of Supervisors approved a service agreement with Host Compliance LLC on September 20, 2016, which will provide an opportunity for the County to follow up on unlicensed vacation rentals.

Coraggio will be back in market for the final Operational Planning Trade-Off on October 21, 2016. Staff recommendations with associated costs will be presented at the November Board meeting.

Davison gave an update on BCF, including an overview of current projects and onboarding challenges. BCF will present to the Board tomorrow.

Davison gave a brief overview of his upcoming travel, including travel to attend a VCA Brand Content Committee meeting, CalTravel Board meeting, San Diego Bay Wine and Food Festival and a meeting with United Airlines at their headquarters in Chicago to discuss Denver flight service.

Davison recapitulated the fall Industry Educational Symposium, and noted that videos from the symposium are now available on the Members Area of the VSLOC website. Davison discussed challenges with regards to PG&E and the City of SLO.

Committee Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. Approval of FY2015-16 Audit**

VSLOC is required to do full financial audit annually. The FY2015-16 audit revealed some opportunities for improvement, including segregation of duties and stamping all vendor invoices. Once approved, audit will be sent to the County.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to approve the audit documents.

**Motion carried: 3:0**

### **6. SAVOR on the Road**

Davison provided an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience. VSLOC will integrate Harmony Lavender, breweries, wineries, restaurants and a distillery into their booth for this experience. Davison described the VSLOC booth as a food and wine experience inside of a food and wine experience.

VSLOC has finalized an agreement for the Seattle Wine and Food Experience, February 26, 2016 Grand Tasting. PRWCA will provide 6-8 wineries, and VSLOC will look for additional partners. VSLOC is also looking to add additional tasting events during the week prior to the event.

Pismo Beach confirmed their wish to continue to own the Scottsdale event space by themselves.

Committee Discussion.

Public Comment – None.

### **7. Marketing Agency Update**

**a. Visit San Luis Obispo County Brand**

Davison gave an overview of the brand options from BCF. He noted that the SLOC lifestyle is the proposed lead message, with the tagline “life’s too beautiful to rush.”

BCF will present two brand options to the Board tomorrow.

**b. FY2016-18 Marketing Plan**

Davison gave an overview of the research conducted by BCF, and discussed media recommendations and strategy. Davison noted that the Marketing Committee made the recommendation to approve the Marketing Plan and the brand positioning. The Marketing Committee recommended withholding the brand to conduct additional research, forgoing the 10 days of media in November.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to recommend approval of VSLOC’s Marketing Plan and positioning, and recommend the SLO Cal brand to the Board.

**Motion carried: 3:0**

**8. Future Meeting Date**

Davison proposed Thursday, November 10, 2016 from 12:00-2:00pm for the next Executive Committee meeting.

Committee Discussion. Pearce will be out of town on the proposed date, but Martin and Patel are open. VSLOC to send out two different options for dates.

Public Comment – None.

**ADJOURNMENT**

**Meeting adjourned at 12:59 pm.**

**REMINDERS**

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.



# Minutes

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## Visit San Luis Obispo County Executive Committee

### Visit San Luis Obispo County Executive Committee Meeting Minutes

Wednesday, November 9, 2016

11:30am

Visit San Luis Obispo County Office

1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Jay Jamison

**PRESENT:** Jay Jamison, JP Patel, John Arnold

**ABSENT:** Clint Pearce

**STAFF PRESENT:** Chuck Davison, Helen Pratt

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**Call to Order at 11:33 am.**

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

None.

#### **ANNOUNCEMENTS**

None.

#### **CONSENT AGENDA**

**3. Approval of October 18, 2016 Executive Committee Minutes**

Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion – The Committee agreed to table the minutes until the next meeting since only one attendee was present at the last meeting.

Public Comment – None.

#### **CEO REPORT**

**4. CEO Report**

James Davison, who holds the appointed County Unincorporated Area seat on our Board, had to resign after Pacifica Hotels relocated him from Cambria to Pismo Beach. The County has been notified of the vacancy and they have begun the process to fill the position.

Davison provided a staffing update, noting that VSLOC has the same number of staff today as before the TMD passed, though the team has taken on significantly more initiatives.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. Visit California (VCA) will gear the training toward properties of all sizes (large and small). A DMO luncheon with VCA and China Ready trainers will be held after the event.

Davison reviewed the details on California Proposition 64, and noted that VCA and Cal Travel are developing a one-sheet of best practices. This information will be funneled down to VSLOC constituents as it becomes available.

VSLOC Operations Manager, Brendan Pringle, attended the 28<sup>th</sup> Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents.

Committee Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. Operational Plan Update**

VSLOC and Coraggio completed their final Operational Planning trade-off on October 21, 2016. Davison detailed the priority levels of the different initiatives, and listed potential budget impacts.

Committee Discussion.

Public Comment – None.

### **6. Conference Center Feasibility Study**

Davison recapitulated the Board's decision to pursue a conference center feasibility study prior to development of the strategic plan, and then again approved it as part of the strategic plan. Staff has recommended this as a top priority in the Operational Plan.

Davison summarized the four conference center feasibility study proposals that VSLOC received.

Committee Discussion – Patel noted he is against moving forward with this study, as he does not believe marketing dollars should be spent on this. The Committee chose to not make a recommendation to the Board.

Public Comment – None.

### **7. Marketing Agency Update**

#### **a. Branding**

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70<sup>th</sup> percentile across all fronts.

The Marketing Committee had voted 8:2 in favor of SLO CAL. Pismo Beach CVB and Morro Bay Tourism Bureau voted against SLO CAL as they believed the brand could be improved, but noted that they did not want to delay the shoulder season campaign.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000.

Davison walked the Board through media recommendations for January through May of 2017, and noted that VSLOC is requesting an additional \$100K in funding specific to Seattle for this market launch.

Davison noted that once the Marketing Plan is finalized, printed copies will be delivered to Committee members.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Arnold to recommend approval of the following: the brand as presented, an extra \$100,000 for marketing in Seattle, and up to \$20,000 to secure SLO CAL merchandise, URL and trademark.

**Motion carried: 3:0**

## **8. Future Meeting Date**

Davison proposed January 12, 2016 from 12:00-2:00pm as the next meeting date.

Committee Discussion – Patel requested that these meetings not be scheduled on Wednesdays. Arnold requested these meetings begin at 11:30am instead of 12:00pm.

Public Comment – None.

## **ADJOURNMENT**

**Meeting adjourned at 1:28 pm.**

## **REMINDERS**

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.



San Luis Obispo County  
 Visitor's & Conference Bureau  
 2016/2017 December Financial Summary - With Reforecast Summary

<b>Income</b>	<b>This Month</b>	<b>Budgeted for Month</b>	<b>MTD Variance</b>	<b>FISCAL YTD</b>	<b>Reforecasted Budget</b>	<b>YTD Variance</b>
PY TBID Collected in CY	\$ -	\$ -	\$ -	\$ 749,410	\$ 749,410	\$ -
Membership Dues	\$ 3,602	\$ 3,070	\$ 532	\$ 30,322	\$ 29,790	\$ 532
<b>TBID Income</b>						
SLO County Unincorporated	\$ 61,913	\$ 61,913	\$ -	\$ 500,262	\$ 500,262	\$ -
SLO City	\$ 37,812	\$ 37,812	\$ -	\$ 381,247	\$ 381,247	\$ -
Pismo Beach	\$ 49,354	\$ 49,354	\$ -	\$ 502,827	\$ 502,827	\$ -
Morro Bay	\$ 14,586	\$ 14,586	\$ -	\$ 173,259	\$ 173,259	\$ -
Paso Robles	\$ 28,961	\$ 28,961	\$ -	\$ 249,794	\$ 249,794	\$ -
Arroyo Grande	\$ 5,704	\$ 5,704	\$ -	\$ 48,115	\$ 48,115	\$ -
Atascadero *	\$ 25,966	\$ 25,966	\$ -	\$ 65,092	\$ 65,092	\$ -
Grover	\$ 3,139	\$ 3,139	\$ -	\$ 19,442	\$ 19,442	\$ -
Adjustment for Actual TBID Collected	\$ 653	\$ -	\$ 653	\$ 162,487	\$ 161,834	\$ 653
<b>Total Income</b>	\$ 231,690	\$ 230,505	\$ 1,185	\$ 2,882,256	\$ 2,881,071	\$ 1,185
* District pays quarterly						
<b>Expenses</b>						
Accumulated Reserve				\$ 286,769	\$ 286,710	\$ 59
G&A	\$ 21,012	\$ 20,555	\$ 457	\$ 124,770	\$ 124,313	\$ 457
Industry Research and Resources	\$ 7,311	\$ 9,568	\$ (2,257)	\$ 103,635	\$ 105,892	\$ (2,257)
Travel Trade	\$ 25,023	\$ 36,074	\$ (11,051)	\$ 130,457	\$ 141,508	\$ (11,051)
Communications	\$ 6,439	\$ 22,996	\$ (16,557)	\$ 55,487	\$ 72,044	\$ (16,557)
Advertising	\$ 147,393	\$ 76,431	\$ 70,962	\$ 308,794	\$ 237,832	\$ 70,962
Promotions	\$ 1,704	\$ 3,342	\$ (1,637)	\$ 15,222	\$ 16,860	\$ (1,637)
Events	\$ 9,024	\$ 12,150	\$ (3,126)	\$ 79,404	\$ 82,530	\$ (3,126)
Digital Marketing	\$ 109,925	\$ 38,741	\$ 71,184	\$ 270,740	\$ 199,556	\$ 71,184
Film Commission	\$ 1,650	\$ 661	\$ 989	\$ 8,878	\$ 7,889	\$ 989
<b>Total Expenses</b>	\$ 329,481	\$ 220,518	\$ 108,963	\$ 1,384,155	\$ 1,275,133	\$ 109,022
<b>Surplus(Deficit)</b>	\$ (97,791)	\$ 9,987	\$ (107,779)	\$ 1,498,101	\$ 1,605,938	\$ (107,838)
<b>Cash Flow</b>						
Surplus (Deficit)	\$ (97,791)			\$ 1,498,101		
Beginning Cash Balance	\$ 1,786,516			\$ 467,503		
Change in Accounts Receivable	\$ 92,084			\$ (520,458)		
Change in Accrued Expenses	\$ (6,063)			\$ (22,964)		
Change in Prepaid Expenses	\$ -			\$ (569)		
Change in Accounts Payable	\$ (58,840)			\$ 7,524		
<b>Visit SLO County Cash Balances</b>	\$ 1,715,906			\$ 1,429,137		
Reserve & Contingency - 5% of Cumulative Revenues	\$ 286,769			\$ (286,710)		
<b>Net Available Cash</b>	<u>\$ 2,002,675</u>			<u>\$ 1,142,427</u>		

**Visit San Luis Obispo County**  
**5. Balance Sheet Prev Year Comparison**  
**As of December 31, 2016**

Accrual Basis

	Dec 31, 16	Dec 31, 15
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
1010 · Bank of the Sierra - TMD	1,685,420.35	725,013.59
1020 · Bank of the Sierra - Membership	30,485.69	84,986.24
1030 · HOB - SAVOR	0.00	23,384.91
<b>Total Checking/Savings</b>	1,715,906.04	833,384.74
<b>Accounts Receivable</b>		
1200 · Accounts Receivable	520,458.09	527,996.22
<b>Total Accounts Receivable</b>	520,458.09	527,996.22
<b>Other Current Assets</b>		
1350 · Accrued Expenses	22,964.05	0.00
1340 · Workman's Comp Deposit	569.00	0.00
1310 · Prepaid Payroll Tax	0.00	3,227.72
1320 · Prepaid Rent	3,326.70	3,326.70
<b>Total Other Current Assets</b>	26,859.75	6,554.42
<b>Total Current Assets</b>	2,263,223.88	1,367,935.38
<b>Fixed Assets</b>		
1400 · Fixed Assets	90,547.19	32,782.67
1500 · Accumulated Depreciation	-16,547.17	-23,658.17
<b>Total Fixed Assets</b>	74,000.02	9,124.50
<b>TOTAL ASSETS</b>	<b>2,337,223.90</b>	<b>1,377,059.88</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2000 · Accounts Payable	6,798.28	1,557.11
<b>Total Accounts Payable</b>	6,798.28	1,557.11
<b>Credit Cards</b>		
2050 · Rabobank Credit Card	0.00	4,730.38
<b>Total Credit Cards</b>	0.00	4,730.38
<b>Other Current Liabilities</b>		
2100 · Payroll Liabilities	1,134.00	666.15
2200 · Coast National Line of Credit	0.00	235,418.00
<b>Total Other Current Liabilities</b>	1,134.00	236,084.15
<b>Total Current Liabilities</b>	7,932.28	242,371.64
<b>Total Liabilities</b>	7,932.28	242,371.64
<b>Equity</b>		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	510,368.21	257,794.86
Net Income	1,784,869.97	842,839.94
<b>Total Equity</b>	2,329,291.62	1,134,688.24
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,337,223.90</b>	<b>1,377,059.88</b>