



# Minutes

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## Visit San Luis Obispo County Board of Directors

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#### Meeting Minutes

Wednesday, April 20, 2016

8:30am

Springhill Suites

900 El Camino Real, Atascadero, CA 93422

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

**PRESENT:** John Arnold, Kathy Bonelli, James Davison, Mark Eads, Aaron Graves, Jay Jamison, Noreen Martin, Sam Miller, JP Patel, Rachel Patranella, Clint Pearce, Val Seymour, Roger Wightman

**ABSENT:** Jim Hamilton, Nipool Patel

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Becky Singh, Brendan Pringle

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**Call to Order at 8:39am.**

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

None.

#### ANNOUNCEMENTS

The 10-page American Airlines *American Way* co-op piece has been published and has been distributed on all national American Airlines flights. The piece has already been noticed by a couple of our counterparts in the industry.

VSLOC is holding our semi-annual Advisory Committee meeting on May 5, 2016 at the Embassy Suites. Board members are invited to participate and provide feedback during all public comment periods.

The 2016 San Luis Obispo County Tourism Exchange is happening Friday, May 6, 2016 at the Fremont Theatre, followed by a reception at the Mission Gardens.

Board Discussion.

Public Comment – None.

#### CONSENT AGENDA

#### 3. Approval of March 16, 2016 Board Meeting Minutes

#### 4. Approval of March VSLOC Financials

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Wightman/Martin to approve the March 16, 2016 Board Meeting Minutes as presented.

**Motion carried: 13:0**

**ACTION:** Moved by J. Patel/Eads to approve the March VSLOC Financials as presented.

**Motion carried: 13:0**

## **CEO REPORT**

### **5. CEO Report**

Davison discussed the proposed agenda for the Advisory Committee, noting that he has received additional feedback based on community meetings that have already taken place.

The FY2016-17 Budget will be presented to the Board for review and approval at the June 15 meeting, with a reforecast in Q1 based on the results of VSLOC's strategic plan.

Davison provided an update on his travel calendar.

VSLOC's May Board Meeting is cancelled due to the AMGEN Tour of California and the Visit CA CEO Mission in China.

VSLOC's next Board Meeting will take place June 15, 2016 at 8:30am. Location is to be determined.

Board Discussion.

Public Comment—None.

## **BUSINESS ITEMS**

### **6. Accounting System Update**

Per the recommendation of VSLOC's accountant and audit team, beginning FY2016-17, VSLOC will transition from a cash-basis to accrual accounting system, which will allow staff to more accurately report expenses in the month they occur.

Board Discussion.

Public Comment – None.

### **7. Research Update**

Merrill Research is working to complete VSLOC's Demographic and Share-of-Wallet Studies (Project 1). Data collection will be completed in the coming weeks. Findings will be delivered in a special presentation in late May or early June. VSLOC's Feeder Market Awareness Study (Project 2) data collection is complete, and the data is being analyzed. The results will be presented at the Tourism Exchange on Friday, May 6, 2016.

Board Discussion.

Public Comment – None.

## 8. Strategic Planning

VSLOC's contract with Coraggio Group is currently being finalized, and the Strategic Plan is set to be complete in June. Davison provided an update on their progress and identified the Planning Team. He also asked the Board to consider participating in the BOD Strategic Task Force Session of VSLOC's Strategic Planning Workshops, happening April 29, May 17, and June 2, for plan updates. Martin, Miller and Pearce have already committed.

Board Discussion. Graves, Bonelli, Eads and Jamison offered to join the BOD Strategic Planning Task Force.

Public Comment – None.

## 9. Booking.com Update

Current Booking.com reporting suggests our partnership is working, although results are extremely soft to date. The website reports 18 bookings/26 room nights for March and 7 bookings MTD for April. The majority of the properties selected by the consumers were not large properties.

Davison informed the Board that the opt-out option promised by Booking.com is not working as projected, and demonstrated where the opt-out can and cannot occur.

VSLOC's goal is to gather the data over the next six months to determine how the system is working. During the upcoming strategic planning process, the planning team, BOD Strategic Planning Task Force and stakeholders will help determine if a new strategy for a booking engine should be part of VSLOC's major initiatives.

Board Discussion. The Board agreed to continue the Booking.com partnership for a minimum of 6 months and review the metrics at the end of that period to determine results.

Public Comment—None.

## 10. Marketing Agency Update

Davison provided a recap on the FY2016-18 Marketing Agency RFP process, and noted that after the Board decided to table the selection of an agency, VSLOC conducted multiple web sessions, phone calls, reference checks and a visit to each agency. He noted the pros and cons of each agency, but highlighted that BCF is willing to invest significantly in the account before their contract would begin. The Board viewed their introduction video. Davison requested a motion to approve contract negotiations with BCF as VSLOC's Marketing Agency-of-Record.

Board Discussion.

Public Comment-- None.

**ACTION:** Moved by Bonelli/Graves to allow VSLOC's President & CEO to begin and finalize contract negotiations with BCF as VSLOC's Marketing Agency-of-Record.

The Board reviewed their oral presentation creative (video).

### **11. Conference Center Feasibility Study**

Davison noted that VSLOC is not asking the Board for a motion on this item, but that VSLOC has requested and received 4 proposals for conducting a conference center feasibility study in SLO County. Davison provided the Board with recommended next steps beginning with the Strategic Planning process, which will determine whether or not VSLOC conducts this study. If it is integrated into the strategic plan, the item will be reviewed by the Board.

Board Discussion.

Public Comment – None.

### **12. Travel Trade Update**

This item was tabled due to lack of time. However, Davison noted that partners can still participate as a partner at IPW for \$3600, plus travel.

Board Discussion.

Public Comment – None

### **13. Marketing Campaign Update**

Davison highlighted the marketing campaign metrics for March. Catalyst's contract with VSLOC ends a week from Saturday, April 30, 2016. Singh is working to close out deliverables in the meantime.

### **ADJOURNMENT**

Meeting adjourned at 10:24am.