



# MINUTES

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, October 19, 2016

8:30am

Holiday Inn Express, Atascadero  
9010 W. Front Rd, Atascadero, CA 93422

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

**PRESENT:** James Davison, Mark Eads, Aaron Graves, Jim Hamilton, Rachel Lima, Sam Miller, JP Patel, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

**ABSENT:** John Arnold, Kathy Bonelli, Jay Jamison, Noreen Martin

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

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Call to Order at 8:29am.

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

None.

#### ANNOUNCEMENTS

C. Davison announced that California Public Utilities Commission hearings will be held this Thursday, October 20, regarding the closure of Diablo Canyon. VSLOC will be present at the hearings to ask for the completion of an economic impact study.

The Adventure Cow surfing video was played, and will be pushed out in this week's This Week in SLO County e-newsletter.

C. Davison gave updates on TOT and RevPAR variances around the county.

Public Comment – None.

#### CONSENT AGENDA

#### 3. Approval of September 21, 2016 Board Meeting Minutes Approval of September VSLOC Financials

Board Discussion.

Public Comment – None.

**ACTION:** Moved by N. Patel/Graves to approve the Consent Agenda as presented.

**Motion carried: 11:0**

#### 4. CEO Report

Wines Fly Free has been secured and is expected to be available upon Seattle flight launch in April.

The Board of Supervisors approved a service agreement with Host Compliance LLC on September 20, 2016, which will help identify potential vacation rentals in the unincorporated area. This will give VSLOC an understanding of licensed versus unlicensed vacation rentals.

Kylee Jepsen attended the VCA Los Angeles Media Reception, and in November will attend the VCA Chicago Media Bootcamp. Jepsen also attended VCA's first Crisis Communication Workshop in LA on September 28, 2016 and key takeaways were provided to the Marketing Committee.

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.

A save-the-date e-blast went out yesterday for the Advisory Committee meeting on December 8, 2016, from 3:00-5:00pm at the Embassy Suites in San Luis Obispo. C. Davison encourages all Board members to attend.

C. 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.

C. Davison recapitulated the industry educational symposium, and noted that videos of the symposium are now available on the Members Area of the VSLOC website. Davison discussed challenges with PG&E and the City of SLO, where PG&E was removed from the symposium agenda due to their refusal to answer specific questions. Prior to this issue, the City of SLO demanded that PG&E be removed from the agenda. Davison and Pearce had a follow-up meeting with the City of SLO on October 17, 2016.

Board Discussion. Hamilton gave more detail on the Host Compliance vacation rental advocacy.

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.

Board Discussion. Pearce commented that some of these items are unavoidable due to structure of small non-profits.

Public Comment – None.

**ACTION:** Moved by Graves/Wightman to approve the audit documents.

**Motion carried: 11:0**

##### 6. SAVOR on the Road (5 minutes)

C. Davison provided an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience. VSLOC will integrate breweries, wineries, restaurants, and a distillery, along with Harmony Lavender into their booth for this 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 VSLOC cannot participate in the Scottsdale event, as they want to continue to own that event by themselves.

Board Discussion.

Public Comment – None.

## **7. BCF**

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

BCF discussed marketing objectives, and gave an overview of the marketing deliverables and brand development process. BCF suggested that the SLOC lifestyle would be the lead message, with the tagline “life’s too beautiful to rush.”

The two brands presented were SLOCal and SLO Coast, both revolving around the SLO pace of life. A national survey was conducted between the two logos without the creative, and 57% of respondents preferred SLO Coast. BCF noted possible trademark issues with SLO Coast, and recommended SLOCal.

### **b. FY2016-18 Marketing Plan**

BCF gave an overview of the research conducted and the results of that research, including the target markets and personas. The media recommendations and strategy were discussed. The marketing plan includes co-op advertising, with the goal to take on opportunities that VSLOC and partners cannot get by themselves.

C. Davison explained that the Marketing Committee made the recommendation to approve the Marketing Plan and the brand positioning. The Marketing Committee recommended holding the brand to conduct additional research, forgoing the 10 days of planned media in November. C. Davison noted that the Executive Committee made the recommendation to finalize the SLOCal brand.

Board Discussion.

Public Comment – Heather Muran and Aaron Jackson announced that they are trying to create an AVA in partnership, and that The SLO Coast has been trademarked as part of that process.

**ACTION:** Moved by Graves/Wightman to approve the marketing plan and positioning, and to send the brand back for more creative development and research.

**Motion carried: 11:0**

## **ADJOURNMENT**

**Meeting adjourned at 10:07am.**

## **REMINDERS**

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