



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Wednesday, April 18, 2018

8:00am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of March 7, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of Lindsey Hartig’s Marketing Committee Application
Staff will ask for Committee approval of the March 7, 2018 Executive Committee Meeting Minutes and Lindsey Hartig’s Marketing Committee application.

CEO REPORT	C. Davison
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5. CEO Report (20 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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6. Board Member Selection Process (15 min)
The Committee will review the Board seats up for renewal in FY2017-18, and discuss the selection process.
7. Executive Committee Seats (15 min) - *motion required*
The Committee will discuss the FY2017-18 Executive Committee seats and make recommendations for BOD approval at the May BOD meeting.
8. Destination Development Strategy (25 min)
Staff will provide an update and outline next steps in Visit SLO CAL’s Destination Development Strategy/Tourism Infrastructure Master Plan initiative as outlined in Strategic Direction 2020.
9. Operations Update (20 min)
Staff will provide an update on the FY2018/19 budget planning process and VSC office expansion planning.
10. Marketing Update (20 min)
Staff will provide an update on key marketing initiatives.

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

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, March 7, 2018

11:30am

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, Lori Keller, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:32am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Arnold announced that the Holiday Inn Express, Paso Robles recently won the Torchbearer Award—a major achievement for the local hotel.

CONSENT AGENDA

3. Approval of February 7, 2018 Executive Committee Meeting Minutes

4. Approval of January 2018 Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0.

CEO REPORT

5. CEO Report

Davison reported out on the CalTravel Winter Board Meeting in Sacramento (February 27, 2018), as well as CalTravel's Rally at the Capitol on February 28. During this event, Davison participated in five legislative meetings, including one with Assemblyman Jordan Cunningham and one with Senator Bill Monning's staffer to discuss the Highway One closure.

On March 1, VSC VP of Marketing Brooke Burnham presented an update on VSC's destination marketing and management efforts at the Morro Bay Hoteliers meeting. VSC encouraged Morro Bay to pursue a Strategic Planning process and received positive feedback from the hoteliers and the city on its own progress.

Davison reported out on local meetings with Board Member Val Seymour; AGGB Chamber President & CEO Jocelyn Brennan; Kevin Bumen (SLO Airport) and Mike Manchak (EVC); SLO Chamber leadership; Cal Poly; and the Mid-State Fair.

On March 6, 2018, VSC presented its FY2016-17 Annual Report to the County Board of Supervisors, receiving positive feedback from the Board on VSC's work and priorities.

On February 21, 2018, VSC hosted a Brown Act Training for Board & Committee members, inviting other TBID Board members and government officials. VSC had this professionally recorded by a videographer, and the training is available via private link on YouTube to Board and Marketing Committee members.

The May Board of Directors meeting is currently set for May 16, 2018, which conflicts with Visit California's DMO CEO Summit in Los Angeles. The meeting will be extended to two hours due to the number of key items on the agenda. Davison asked the Committee to consider rescheduling this meeting to May 17, 2018.

Davison provided an update on staffing.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Destination Development Strategy

VSC finalized its agreement with Resonance and is providing background research documents to Resonance to begin this process, which will kick-off with a call on Wednesday, March 28. VSC is working through a communications announcement that will occur in April or May and will work toward interviews with local media.

VSC finalized its agreement with Tourism Economics for the Economic Impact Study and Visitor Volume Study components of the Destination Development Plan proposal. Local DMOs were sent information on research co-op opportunities with a participation deadline of March 30, 2018.

Davison provided an update on staffing and discussed the proposed composition of the Destination Development Steering Committee.

Public Comment – None.

Committee Discussion.

7. Strategic Direction 2020 Update

On 2/26, Coraggio conducted a quarterly check-in with the VSC leadership team to gauge progress on Strategic Direction 2020 initiatives. Davison provided an update on recent progress, current challenges and next steps. The next check-in will be scheduled in May.

Public Comment – None.

Committee Discussion.

8. Marketing Update

Davison provided an update on recent travel trade efforts and upcoming programs. He discussed VSC's upcoming SAVOR installation at Taste Washington and reported out on ad sales (non-lodging ads and paid listings) for the website. He also reported out on the Marketing Committee Strategic Planning Retreat on March 13, 2018 and provided the details and strategy for VSC's upcoming ad campaign.

Davison discussed February media results, upcoming opportunities, and owned media metrics. Davison also gave an update on VSC's Brand Ambassador Program.

In February, VSC was awarded Visit California's Poppy Award for Best Digital Campaign, competing against four other finalists with budgets that far exceeded that of VSC. Davison also gave an update on the current media campaign.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 12:54pm.



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lindsey Hartig
COMPANY: Martin Resorts
ADDRESS: 1201 Palm St. SLO, CA 93401
PHONE: 805-547-2720 EMAIL: lindseyh@martinresorts.com
TOTAL YEARS IN TOURISM INDUSTRY: 7

TOURISM-RELATED MARKETING EXPERIENCE:

Execute digital advertising campaigns for 5 hotels on the central coast. Emphasis on public relations and social media marketing for Martin Resorts for the past 5 years.

Employment History

CURRENT EMPLOYER: Martin Resorts YRS OF SERVICE: 5.5
TITLE: Marketing Manager
PAST EMPLOYER: Sycamore Mineral Springs YRS OF SERVICE: 2
TITLE: Front Desk Agent

Community/Board Involvement

ORGANIZATION: Cal Poly Alumni Association TITLE: Member
DATES OF INVOLVEMENT: June 2012 - Present
ORGANIZATION: HSMIA Central Coast TITLE: Member
DATES OF INVOLVEMENT: June 2013 - June 2014
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Brendan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Dear Visit SLO CAL Board of Directors, Marketing Committee and Team,

I would like to apply for the position of Marketing Committee Member with Visit SLO CAL. I am a passionate marketing professional with a background in hotel marketing and would love the chance to serve Visit SLO CAL's Marketing Committee.

I began my hospitality journey as a front desk agent at Sycamore Mineral Springs while attending Cal Poly. Having daily interactions with guests visiting the area, gave me a unique perspective that I was able to apply in my hotel marketing career. After graduating from Cal Poly with my degree in Recreation, Parks and Tourism Administration with a concentration in Travel and Tourism, I began my career at Martin Resorts as a marketing intern. Over the last 5 years, I've had the opportunity to hold many positions in the Marketing Department and now hold the Marketing Manager position at the company.

My experience has an emphasis on digital advertising, public relations and social media marketing. I've facilitated the execution of successful marketing campaigns to raise brand awareness and profitability for all five hotels in the Martin Resorts collection. With this background and knowledge I believe I would serve as an excellent Marketing Committee member to Visit SLO CAL. Martin Resorts represents 3 different communities on the Central Coast, Pismo Beach, Paso Robles, and Avila Beach and with our management company, Martin Hospitality Management, we've expanded into a new community, Los Osos/Baywood Park. Representing 4 different communities, allows me to think about marketing for the County more broadly than just representing one community.

I've spent the last 8 months attending Visit SLO CAL Marketing Committee meetings as a member of the public and feel like because of this time that I've dedicated, I'm up to speed on the goals, objectives, strategies and tactics of the organization.

My attached resume provides additional details about my responsibilities as it pertains to my experience. If I can provide any additional information or answer questions, please do not hesitate to reach out to me personally.

In the interim, thank you for reviewing this application and for your time.

Warmly,

Lindsey Hartig

Lindsey Hartig

Lindsey K. Hartig

PROFILE

I have 5 years' experience in marketing with an emphasis on digital advertising, public relations and social media marketing. My focus and organization skills have facilitated the execution of successful marketing campaigns to raise business profile and profitability. My strong communication skills enable the leading and coordinating of cross functional teams resulting in quality work being completed prior to deadlines.



714.882.9656



lkhartig@gmail.com



www.linkedin.com/in/lhartig

SKILLS

PROFESSIONAL

Social Media Marketing
Content Marketing
Digital Marketing
Google Analytics
Project Management

TECHNICAL

Adobe Creative Suite
Microsoft Office Suite
Social Media Sites

PERSONAL

Creative
Responsible
Team Player
Reliable
Strong Communication Skills

EDUCATION

BACHELOR DEGREE

California Polytechnic State
University, San Luis Obispo
Recreation, Parks, & Tourism
Administration
2008-2012

EXPERIENCE

MARKETING MANAGER, July 2016 - present
MARTIN RESORTS | SAN LUIS OBISPO, CA

Responsibilities:

- Develop and execute digital advertising campaigns.
- Key team member in redefining company's mission and values.
- Responsible for all internal marketing.
- Actively involved in defining the strategic vision for the company.
- Supervise Graphic Designer, Marketing Assistant and Marketing Interns.

Key Achievements:

- Received Most Valuable Player Award for 2017
- Executed successful marketing campaigns to raise brand awareness and profitability.
- Successfully rebrand a branded hotel to a boutique independent hotel.

MARKETING COORDINATOR, July 2014 – July 2016
MARTIN RESORTS | SAN LUIS OBISPO, CA

Responsibilities:

- Develop and execute marketing strategy and campaigns.
- Design digital and print collateral for marketing campaigns.
- Coordinate between company, advertising vendors, and creative agency for each campaign.
- Provide training and supervision to Marketing interns.

Key Achievements:

- Successfully strategized, planned and implemented social media campaigns for five hotels to increase brand awareness.
- Supervised 6 interns in the past year.
- Managed many projects at once and was the lead point of contact between multiple teams.

Lindsey K. Hartig

STRENGTHSQUEST

Achiever
Developer
Empathy
Responsibility

AWARDS

2017- Most Valuable Player
Awarded by Martin Resorts

Q2 2016- Outstanding
Leadership Award
Awarded by Martin Resorts

EXPERIENCE - CONTINUED

MARKETING ASSISTANT, July 2013- July 2014
MARTIN RESORTS | SAN LUIS OBISPO, CA

Responsibilities:

- Collaborate with the marketing department to implement new campaigns.
- Create social media content for all Martin Resorts properties.
- Write press releases as required.
- Prepare monthly expense reports for Vice President, Sales and Marketing.

Key Achievements:

- Gained confidence in social media marketing.
- Prepared creative content for 5 hotels across 6 different social media platforms.
- Gained expertise in communication and interpersonal skills.

MARKETING INTERN, July 2012 – July 2013
MARTIN RESORTS | SAN LUIS OBISPO, CA

Responsibilities:

- Write blog posts as needed.
- Assist with revenue management.
- Responsible for creating social media content for 2 hotels.

Key Achievements:

- Researched best practices across all social media platforms.
- Strengthen written communication skills.

FRONT DESK ASSOCIATE, 2010 - 2012
SYCAMORE MINERAL SPRINGS | SAN LUIS OBISPO, CA

Responsibilities:

- Respond to customer queries and provide accurate information.
- Assist guests with Check-in and Check-out procedures.
- Provide quality customer service.
- Comply with health and safety regulations.

Key Achievements:

- Commended for providing quality customer service and high level of customer satisfaction.