



# MINUTES

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## Visit SLO CAL Executive Committee

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#### Meeting Minutes

Tuesday, April 18, 2017

11:30am

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

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

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

**ABSENT:** John Arnold

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

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**Call to Order at 11:36 am.**

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

None.

#### **ANNOUNCEMENTS**

Davison announced the hiring of his new Executive Assistant, Chie Evans. He also asked the Committee if they were interested in attending the start or finish of Stage 3 of the AMGEN Tour of California on May 16, 2017.

The Committee decided to move Items 3 and 4 of the agenda to the end of the meeting.

#### **CONSENT AGENDA**

**5. Approval of March 13, 2017 Executive Committee Meeting Minutes  
Approval of March Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0  
Patel arrived after the vote.**

#### **CEO REPORT**

**6. CEO Report**

VSC's Tourism Exchange is May 11, 2017, 11:30am-4:30pm, at the Embassy Suites. Davison described the program and speakers, and noted that VSC is asking that all Board members confirm attendance of the lunch program.

Bank of the Sierra has approved the renewal of VSC's \$250k line of credit for FY17/18.

Davison reported out on his April 14, 2017 lunch meeting with CAO Dan Buckshi.

VSC has engaged Collaboration Consulting to evaluate and optimize VSC's organizational capacity and infrastructure to support ongoing initiatives. Davison described the three-phase process and noted that this is an imperative of VSC's Strategic Direction 2020 (Align our organizational structure with our strategic plan).

Davison provided an update on Board seats up for renewal. VSC has reached out to the respective communities on appointed seats, and the application process for the elected seat ends May 1, 2017. Applications will be submitted to the Executive Committee in May for recommendations to the Board at the May Board meeting.

Davison outlined his travel schedule.

The Executive Committee's May meeting conflicts with the Tourism Exchange and will need to be rescheduled. Pringle will reach out to the Committee to reschedule based on availability.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **7. Board Liaison Community Meeting Update**

VSC has reached out to city managers, elected officials and Board members from each community to schedule the first Board liaison meetings in May. Davison outlined the format of these meetings, and noted that VSC is still waiting to hear back from Morro Bay and Arroyo Grande on timing. Other community meetings are being scheduled prior to the end of May in advance of the June 1, 2017 Advisory Committee meeting.

Public Comment – None.

Committee Discussion.

### **8. Air Service Development**

Davison reported out on the Seattle flight launch celebration, noting its success and the media coverage it received. Alaska Airlines' team was impressed and informed VSC that this was the first flight launch celebration of this kind that they could remember. Davison showed the Committee the bookings pacing report of the Seattle flight, which has shown strong results. Davison also shared an inbound passenger analysis with the Committee, which highlights that, even prior to the new flight origination, Denver was the #2 inbound market and Seattle was the #6 inbound market for SLO Airport. Dallas is ranked at #8.

Public Comment – None.

Committee Discussion.

### **9. Highway 1 Closure Communication**

Davison updated the Committee on the tactics that VSC has implemented during the closure of Highway One at Pfeiffer Canyon Bridge, including weekly outreach to Highway 1 destinations and lodging properties, long-term planning for re-opening celebrations and marketing to support restored access, and a meeting with the Deputy Editor of The Foundry at Time Inc. This meeting resulted in a blog post on the Visit California website, calling out specific businesses in Ragged Point and other areas of Highway 1 along the North Coast. VSC also participates in weekly update calls with Visit California's communications team. VSC is awaiting a formal announcement from Caltrans on a bridge completion date, and is asking for assistance in directing questions to VSC and only distributing information and dates that are known to be correct.

Public Comment – None.

Committee Discussion.

## **10. Conference Center Feasibility Plan Update**

B&D has completed the Phase 1 Management Report of the Conference Center Feasibility Plan. VSC is expected to release the Executive Summary to municipalities, constituents and the media during the week of May 1, once Davison has returned from the Black Diamond trade and media mission.

Public Comment – None.

Committee Discussion.

## **11. Booking Engine Update**

Davison provided an update on the bookings received between March 1, 2016 and March 30, 2017 from the VSC website's booking engine, contracted through Booking.com. Out of the bookings received, almost 60 percent are at properties with 50 rooms or less, showing that the booking engine is supporting smaller properties. In addition, it has attracted international reservations from Iceland, the United Kingdom, France, Germany, Canada and Italy. Davison recommended that any changes to the booking system should not be a priority for VSC staff, since the system is working.

Public Comment – None.

Committee Discussion.

## **12. Marketing Update**

Davison provided an overview of VSC's advertising, marketing and PR efforts. VSC secured a two-page spread in *Phoenix Magazine*. Last month, VSC's VP of Marketing, Brooke Burnham, attended Visit California's New York Media Reception and conducted additional desksides in NYC. She will be headed to San Francisco in May for their San Francisco Media Reception. Davison reported out on Pfeiffer Canyon Bridge communication efforts, FY2017/18 planning updates, new flight PR support for both Seattle and Denver, and a high-level overview of the Denver Brand Lift Study Wave 1 results. He also described efforts to promote the Wines Fly Free program through Alaska Airlines.

Public Comment – None.

Committee Discussion.

## **CLOSED SESSION REPORT**

### **3. Closed Session Report**

Jamison announced there was no reportable action taken during the Closed Session on March 13, 2017.

**ANNOUNCEMENT OF CLOSED SESSION ITEM(S)**

Jamison announced the Closed Session item listed below.

**4. CEO Contract Agreement**

**CLOSED SESSION REPORT**

During open session, Jamison announced that the Committee approved the CEO contract agreement as presented for presentation to the Board of Directors.

**ADJOURNMENT**

Meeting adjourned at 1:28pm.