



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Thursday, February 11, 2016

3:00pm

Visit San Luis Obispo County Office

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Jay Jamison, Noreen Martin, JP Patel

ABSENT: Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 3:07pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The new 2016-2017 San Luis Obispo County Visitor Magazine has been released, and will be distributed over the next week.

Committee Discussion.

Public Comment – None.

CONSENT AGENDA

3. Approval of November 11, 2015 Executive Committee Minutes

4. Approval of November 30, 2015 Executive Committee Minutes

5. Approval of January 14, 2016 Executive Committee Minutes

Committee Discussion.

Public Comment – None.

C. Davison asked the Executive Committee to approve the Consent Agenda.

ACTION: Moved by Patel/Arnold to approve the Consent Agenda as presented.

Motion carried: 4:0

BUSINESS ITEMS

6. Research Update

VSLOC is currently finalizing its contract with Merrill Research. All communities, except Arroyo Grande, have chosen to opt-in to add their own additional questions. VSLOC staff is currently reviewing the third draft of the demographic and share-of-wallet study questions. The research project is on track to be completed in April.

Committee Discussion.

Public Comment – None.

7. Marketing Agency Update

VSLOC received intent-to-bid notifications from 15 qualified marketing agencies, and provided answers to the agencies' questions on February 1, 2016. One of these agencies, StudioGood, dropped out of the process upon receiving notice from the City of San Luis Obispo that they would be in breach of contract unless they withdrew. Agency proposals are due Thursday, February 18, 2016, and VSLOC is expecting 14 or more proposals. These proposals will be sent out to the Marketing Committee for review on Friday, February 19, 2016. The Marketing Committee will meet the following Thursday, February 25, 2016 to score the proposals and select finalists for Oral Presentations on March 8, 2016. A recommendation will then be made to the Board at the March 16, 2016 meeting.

Davison presented the new banners and three (3) 15-second pre-roll videos to the Executive Committee, and discussed the January campaign metrics.

After several months of challenges (lack of on-timely delivery/missed deadlines, items falling through cracks, and lack of strategic focus), VSLOC is asking for Executive Committee approval to terminate Catalyst's contract at the end of March 2016. The contract requires a 60-day notice. VSLOC would agree to a term sheet with Catalyst in advance.

Committee Discussion. The Executive Committee reached consensus on terminating Catalyst's contract. The item will go to the Board for ratification on February 17, 2016.

Public Comment – None.

8. Strategic Planning

VSLOC received a draft proposal from Coraggio Group for a 3-year strategic plan. The cost is \$30,000. If the Board approves at the February 17, 2016 meeting, this will allow 2 months to develop the process before beginning.

Committee Discussion.

Public Comment – None.

9. Sponsorship

Davison presented event sponsorship applications from Festival Mozaic and the International Chardonnay Symposium.

The Marketing Committee voted (10-2) to recommend \$15,000 sponsorship and \$5,000 in-kind sponsorship for Festival Mozaic, with a required focus on out-of-area marketing. Morro Bay opposed funding the event, believing the demographic was too narrow and due to the event's peak-season timing (July). Boutique Hotel Collection opposed funding the event due to the timing.

The Marketing Committee voted (7-3) to recommend \$10,000 in seed funding and \$10,000 in marketing funding for the International Chardonnay Symposium. This funding level was based on only \$20,000 available for the balance of the fiscal year. Morro Bay and Hearst Castle opposed funding the event, believing it set a precedent for other food/wine events to request funding. Travel Paso Robles Alliance voted against it, believing it wasn't a true "countywide" event.

Committee Discussion. The Executive Committee recommended that all funds go toward marketing if the Board decides to approve the International Chardonnay Symposium.

Public Comment – None.

10. Advocacy

Davison requested feedback from the Executive Committee on the role of VSLOC in advocacy, noting TMD-related cases, as well as the opportunity to join the Board of CalTravel.

Committee Discussion. The Executive Committee recommended that VSLOC table the discussion until it receives feedback from Coraggio Group in the VSLOC strategic plan.

Public Comment – None.

11. Executive Committee Power

Due to time constraints, the Executive Committee decided to table this item until the March 2016 meeting.

12. B&B Seat

Lois Fox has emailed her letter of resignation from the Board. VSLOC has received three applications for the B&B seat: Alma Ayon (Sundance B&B), Aaron Graves (Burton Inn) and Jenna Hartzell (Cass House). Davison noted that many B&B owner/operators are unable to attend morning meetings due to obligations at their B&Bs, which has limited the number of applicants. The Board will review the applications and make a decision at the March 2016 meeting.

Committee Discussion. Jamison suggested that there should be B&B representation on the Marketing Committee as well.

Public Comment – None.

13. Future Meeting Date

Due to time constraints, this item was tabled.

14. CEO Report

Videos from the Winter Industry Educational Symposium (February 3, 2016) are now available online. The 2016 Tourism Vision Workshop is happening Friday, May 6 (venue TBD).

For the first time, we received more than 50,000 monthly visitors to the VSLOC website in January.

The Marketing Committee requested bigger co-op opportunities, and TJA Advertising and Mental Marketing presented a multi-page advertorial co-op opportunity with American Airlines. Since VSLOC has not yet spent the co-op funds that were allocated in the FY2015-16 budget, approval for this purchase is not required.

Davison provided an overview on out-of-market sales efforts, and shared his business travel calendar with the Executive Committee. He noted that he will be requesting that the Board cancel the May Board Meeting due to conflicts with travel dates.

The VSLOC office is projected to move to its new office next door in mid-March 2016.

Committee Discussion. The Executive Committee confirmed a spend of up to \$100,000 on the American Airlines advertorial co-op opportunity would be a good strategic media purchase.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 5:31pm.