



Minutes

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, November 11, 2015

3:00pm

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

1. CALL TO ORDER: Jay Jamison

PRESENT: Jay Jamison, Clint Pearce, John Arnold, JP Patel

ABSENT: Noreen Martin

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 3:02pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Patel announced that Atascadero's historic City Hall is now offering guided tours on Saturdays.

Committee Discussion.

Public Comment – None.

CONSENT AGENDA

3. Approval of July 8, 2015 Executive Committee Meeting Minutes

Committee Discussion—None.

Public Comment – None.

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

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

Motion carried: 4:0

BUSINESS ITEMS

4. Catalyst Marketing Company/Campaign Update

Davison discussed the challenges VSLOC has faced with Catalyst Marketing Company, and noted that the agreement with Catalyst is in effect through June 30, 2016 with a 60-day cancellation notice. He also provided a status update on the Fall Campaign.

Committee Discussion. The Committee recommended drafting a letter from the Committee to Catalyst, requesting a special meeting with the Executive Committee to discuss the on-going documented challenges.

Public Comment – None.

5. Booking Engine Update

The current JackRabbit booking engine on the VSLOC website costs \$40,284 annually, with less than optimal tracking. Other solutions include third party tracking model (Regatta) or an OTA model (like Booking.com). The Regatta model would offer advanced search criteria, dashboard tools, and connectivity options. Payment options include a flat fee (same as JackRabbit's fee), a 10% commission on bookings paid by the constituents, or a 10% commission on bookings paid by the DMO. The OTA (Booking.com) model would be a free solution to VSLOC, and offers detailed reporting and a 40% revenue share on commissioned bookings through the VSLOC website from SLOC lodging partners. Many lodging partners are already connected to Booking.com.

Committee Discussion. The Committee recommended the OTA model for Board consideration.

Public Comment – None.

6. Marketing Plan Update

A draft of the FY2015-16 Marketing Plan was included in the agenda packet. The full creative version will be presented at the next Board of Directors meeting on November 18, 2015.

Committee Discussion.

Public Comment – None.

7. New Website Solution

The current VSLOC website will be three years old in February. The agency that produced the site, Kraftwerk, will not use creative that is provided by another company, such as Catalyst, which has created a number of issues. All the media that was approved by the Board is for naught if visitors aren't able to land on a page that is engaging. Davison proposed using Simpleview to build a new, more responsive and more engaging website. Simpleview would manage the buildout, and provide a shopping cart model, which would allow VSLOC to add components as the site grew. Year One cost would be approximately \$24,000 for the initial build, plus the annual license fee of \$22,000. The annual license fee would be \$22,000 in the years to follow. VSLOC has \$48,000 budgeted this year for a new website build.

Committee Discussion. The Committee decided that this was an item that the Board should consider at the November 18, 2015 meeting.

Public Comment – None.

8. Sunset SAVOR the Central Coast

VSLOC is still waiting on the final financials from Fast Forward Ventures (F2V). F2V is considering an RFP for the future location of the Main Event. VSLOC was notified by Sunset that F2V was in the final stages of the RFP process for Sunset's Celebration Weekend, posing a potential conflict of interest for F2V. Davison suggested adding contingencies if the Board wishes to continue the event.

Committee Discussion. The Committee agreed and suggested this be presented to the Board at the November 18, 2015 meeting.

Public Comment – None.

9. Annual Financial Review

VSLOC received a clean statement during its FY2014-15 Financial Review. As a result of the Review, VSLOC has implemented a Conflict of Interest Policy and a Capital Expenditures Policy. In order to address the Segregation of Duties issue that is addressed in VSLOC's financial reviews year after year, VSLOC is looking at alternatives to its current accounting model.

Committee Discussion.

Public Comment – None.

CEO REPORT

10. CEO Report

Videos from the Fall Industry Educational Symposium will be available this week on the Members Page of the VSLOC website.

Davison invited the Executive Committee to attend the Advisory Committee meeting on December 3, 2015.

Davison asked the Executive Committee if they would like to have VSLOC's Holiday Party in December or January. The Committee recommended having the party after the first of the year.

Solterra Strategies' contract with VSLOC will end effective November 30, 2015. Solterra's rate will be ad hoc upon the termination of the contract for future assistance.

VSLOC is in the final stages of the interview process for the Marketing Director position.

Davison asked if there were other items that the Committee wanted to consider for future discussion.

Committee Discussion.

Public Comment – None

ADJOURNMENT

Meeting adjourned at 5:27pm.