



# Minutes

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## Visit San Luis Obispo County Executive Committee

### Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, October 18, 2016

11:30am

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

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

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

**ABSENT:** John Arnold, Jay Jamison

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

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**Call to Order at 11:33 am.**

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

None.

#### **ANNOUNCEMENTS**

None.

#### **CONSENT AGENDA**

**3. Approval of July 12, 2016 Executive Committee Minutes**

Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to approve the Consent Agenda and Financials as presented.

**Motion carried: 3:0**

#### **CEO REPORT**

**4. CEO Report**

Davison announced that Wines Fly Free has been secured for the Seattle flight and is expected to start with the flight launch in April.

The Board of Supervisors approved a service agreement with Host Compliance LLC on September 20, 2016, which will provide an opportunity for the County to follow up on unlicensed vacation rentals.

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.

Davison gave an update on BCF, including an overview of current projects and onboarding challenges. BCF will present to the Board tomorrow.

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.

Davison recapitulated the fall Industry Educational Symposium, and noted that videos from the symposium are now available on the Members Area of the VSLOC website. Davison discussed challenges with regards to PG&E and the City of SLO.

Committee Discussion.

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.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to approve the audit documents.

**Motion carried: 3:0**

### **6. SAVOR on the Road**

Davison provided an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience. VSLOC will integrate Harmony Lavender, breweries, wineries, restaurants and a distillery into their booth for this experience. Davison described the VSLOC booth as a food and wine experience inside of a food and wine 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 their wish to continue to own the Scottsdale event space by themselves.

Committee Discussion.

Public Comment – None.

### **7. Marketing Agency Update**

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

Davison gave an overview of the brand options from BCF. He noted that the SLOC lifestyle is the proposed lead message, with the tagline “life’s too beautiful to rush.”

BCF will present two brand options to the Board tomorrow.

**b. FY2016-18 Marketing Plan**

Davison gave an overview of the research conducted by BCF, and discussed media recommendations and strategy. Davison noted that the Marketing Committee made the recommendation to approve the Marketing Plan and the brand positioning. The Marketing Committee recommended withholding the brand to conduct additional research, forgoing the 10 days of media in November.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to recommend approval of VSLOC’s Marketing Plan and positioning, and recommend the SLO Cal brand to the Board.

**Motion carried: 3:0**

**8. Future Meeting Date**

Davison proposed Thursday, November 10, 2016 from 12:00-2:00pm for the next Executive Committee meeting.

Committee Discussion. Pearce will be out of town on the proposed date, but Martin and Patel are open. VSLOC to send out two different options for dates.

Public Comment – None.

**ADJOURNMENT**

**Meeting adjourned at 12:59 pm.**

**REMINDERS**

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