



# Minutes

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## Visit San Luis Obispo County Executive Committee

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

Tuesday, September 13, 2016

12:00pm

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, Clint Pearce

**ABSENT:** Noreen Martin, JP Patel

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

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**Call to Order at 12:16 pm.**

**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 Arnold/Pearce to approve the Consent Agenda as presented.

**Motion carried: 3:0**

#### **CEO REPORT**

**4. CEO Report**

Davison gave an update on staffing. Kylee Jepsen (Corliss) is now working remotely and part-time. Applications are still being accepted for the Communications Manager role. Searchwide is continuing to recruit for the VP of Marketing position.

VSLOC is working through a contract with Black Diamond for representation in the United Kingdom and Ireland. They will assist with travel trade, media and crisis management when needed.

VSLOC is now subscribing to VisaVue Travel Reports through a co-op with Visit California. The research results will be featured at the October 5, 2016 Industry Educational Symposium. These reports will also be posted on the members-only portion of the VSLOC website.

Davison spoke at the MCCVB annual luncheon to congratulate Congressman Sam Farr on his retirement.

Auditors started the annual audit process with VSLOC, conducting an on-site visit on September 9, 2016. The final audit document will be reviewed at the October Board meeting.

The Chimney Fire was the first instance of VSLOC's crisis communication plan being used. VSLOC contracted Solterra Strategies for assistance. A total of 14 updates were sent to constituents with an average open rate of 25.95%.

VSLOC created a flow chart showing the lead distribution process, which will be pushed out to the members-only portion of the VSLOC website so that DMOs can better understand the process.

VSLOC contracted Gladwell Governmental Services to create a Document Retention Policy. Davison expects this to be finalized and ready to present to the Board at the October meeting.

Health insurance for VSLOC staff is up for renewal in September. The rates have increased 14%, although there hasn't been a rate increase in 2 years. VSLOC continues to pay 100% of costs for employees on the Silver Plan, but will need to review this in future years.

PG&E will be speaking at the October 5, 2016 Industry Educational Symposium, specifically about the economic impact of Diablo Canyon closing. VSLOC is requiring PG&E to submit their presentation deck 2 weeks in advance of the educational symposium to be vetted to assure they focus on the required topic.

Davison asked if the December 21, 2016 Board meeting should be canceled due to its proximity to the holidays. He will make the recommendation to the Board at the next meeting.

Davison will be traveling to Seattle for air development meetings from September 19-20, 2016. He will be meeting with Visit Seattle, Seattle Wine & Food Festival, Taste Washington and Expedia.

Committee Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. FY2015-16 Annual Report**

VSLOC and BCF are finalizing an infographic-driven Annual Report for FY2015-16. Hard copies will be at the next Board meeting for approval and will also be taken to the Industry Educational Symposium.

Committee Discussion. Pearce commented that he likes the new layout with the infographics. Jamison noted that it was easy to read, encouraging you to keep turning the pages. Arnold requested hard copies to pass out to his community members.

Public Comment – None.

## **6. Event Sponsorship Update**

Davison reviewed the AMGEN event, noting that San Luis Obispo County received less coverage than expected. Davison will recommend to the Board that if it sponsors AMGEN again, it needs the production coverage details in writing.

Davison suggested that for general event sponsorship, VSLOC should set aside most of its budget for SAVOR on the Road. IWSC Group has reached out to Davison with interest in buying SAVOR the Central Coast. Prior to fully vetting the company, Davison will take this to the Board for approval to review it further. Davison outlined the Marketing Committee's recommendations for general event sponsorship criteria, which will be presented to the Board.

Committee Discussion.

Public Comment – None.

## **7. Airport Development**

Davison explained that the airport isn't eligible for another grant until Q4 2018/2019. New service development would likely need to come from a Minimum Revenue Guarantee (MRG) or from letters of credit for the airlines. Davison asked the committee if there may be an appetite for this organization or other local tourism businesses to supply an MRG.

Committee Discussion.

Public Comment – None.

## **8. Operational Planning Update**

Coraggio will be coming back for operational planning workshops. The final trade-off will be on October 21, 2016. VSLOC will then take the plan to the Board for feedback at the November Board meeting.

Committee Discussion.

Public Comment – None.

## **9. Measure J Discussion**

Davison gave a brief overview of Measure J, which is a proposed tax initiative that would support infrastructure funding throughout the county. Wallace Group and SLOCOG will present at the next Board meeting so the group can determine if this is an item they want VSLOC to advocate on. They will also present at the Industry Educational Symposium.

Committee Discussion.

Public Comment – None.

## **10. Future Meeting Date**

Davison proposed October 13, 2016 from 12:00-2:00pm for the next Executive Committee meeting.

Committee Discussion.

Public Comment – None.

## **REMINDERS**

Davison encouraged the Committee to attend the next Advisory Committee meeting on December 8, 2016 from 3:00-5:00pm.

## **ADJOURNMENT**

**Meeting adjourned at 1:58 pm.**