



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, March 7, 2018

11:30am

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

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Jay Jamison, Lori Keller, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:32am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Arnold announced that the Holiday Inn Express, Paso Robles recently won the Torchbearer Award—a major achievement for the local hotel.

CONSENT AGENDA

3. Approval of February 7, 2018 Executive Committee Meeting Minutes

4. Approval of January 2018 Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0.

CEO REPORT

5. CEO Report

Davison reported out on the CalTravel Winter Board Meeting in Sacramento (February 27, 2018), as well as CalTravel's Rally at the Capitol on February 28. During this event, Davison participated in five legislative meetings, including one with Assemblyman Jordan Cunningham and one with Senator Bill Monning's staffer to discuss the Highway One closure.

On March 1, VSC VP of Marketing Brooke Burnham presented an update on VSC's destination marketing and management efforts at the Morro Bay Hoteliers meeting. VSC encouraged Morro Bay to pursue a Strategic Planning process and received positive feedback from the hoteliers and the city on its own progress.

Davison reported out on local meetings with Board Member Val Seymour; AGGB Chamber President & CEO Jocelyn Brennan; Kevin Bumen (SLO Airport) and Mike Manchak (EVC); SLO Chamber leadership; Cal Poly; and the Mid-State Fair.

On March 6, 2018, VSC presented its FY2016-17 Annual Report to the County Board of Supervisors, receiving positive feedback from the Board on VSC's work and priorities.

On February 21, 2018, VSC hosted a Brown Act Training for Board & Committee members, inviting other TBID Board members and government officials. VSC had this professionally recorded by a videographer, and the training is available via private link on YouTube to Board and Marketing Committee members.

The May Board of Directors meeting is currently set for May 16, 2018, which conflicts with Visit California's DMO CEO Summit in Los Angeles. The meeting will be extended to two hours due to the number of key items on the agenda. Davison asked the Committee to consider rescheduling this meeting to May 17, 2018.

Davison provided an update on staffing.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Destination Development Strategy

VSC finalized its agreement with Resonance and is providing background research documents to Resonance to begin this process, which will kick-off with a call on Wednesday, March 28. VSC is working through a communications announcement that will occur in April or May and will work toward interviews with local media.

VSC finalized its agreement with Tourism Economics for the Economic Impact Study and Visitor Volume Study components of the Destination Development Plan proposal. Local DMOs were sent information on research co-op opportunities with a participation deadline of March 30, 2018.

Davison provided an update on staffing and discussed the proposed composition of the Destination Development Steering Committee.

Public Comment – None.

Committee Discussion.

7. Strategic Direction 2020 Update

On 2/26, Coraggio conducted a quarterly check-in with the VSC leadership team to gauge progress on Strategic Direction 2020 initiatives. Davison provided an update on recent progress, current challenges and next steps. The next check-in will be scheduled in May.

Public Comment – None.

Committee Discussion.

8. Marketing Update

Davison provided an update on recent travel trade efforts and upcoming programs. He discussed VSC's upcoming SAVOR installation at Taste Washington and reported out on ad sales (non-lodging ads and paid listings) for the website. He also reported out on the Marketing Committee Strategic Planning Retreat on March 13, 2018 and provided the details and strategy for VSC's upcoming ad campaign.

Davison discussed February media results, upcoming opportunities, and owned media metrics. Davison also gave an update on VSC's Brand Ambassador Program.

In February, VSC was awarded Visit California's Poppy Award for Best Digital Campaign, competing against four other finalists with budgets that far exceeded that of VSC. Davison also gave an update on the current media campaign.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 12:54pm.