



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, July 15, 2015

8:30 am – 10:00 am

Morro Bay Golf Course

1. **CALL TO ORDER**
2. **PUBLIC COMMENT (On Non-Agenda Items)**

ANNOUNCEMENTS

3. **Brown Act Guidelines Reminder**

NEW BOARD ESTABLISHMENT

C. Davison

4. **Board Terms**
5. **Establishment of Officers**
6. **B&B Seat**

CONSENT AGENDA – Motion Required

C. Davison

7. **Official Acceptance of 2014-15 Board Resignations**
8. **Approval of June 17, 2015 Board Meeting Minutes**

BUSINESS ITEMS

C. Davison

9. **Estimated June (Year-End) Visit SLO County Financials – *for information only***
10. **TMD Bridge Loan Update**
 - 10.1 **Coast National Bank Line of Credit**
 - 10.2 **Ratification of Resolution to Authorize Coast National Bank Account - *motion required***
 - 10.3 **Signature Cards - *motion required***
 - 10.4 **Upcoming Closure of Rabobank Account - *motion required***
11. **Approval of Updated Bylaws - *motion required***
11. **TMD County Contract Update**
12. **TMD Marketing Committee Update**
 - 12.1 **Agency Presentation Updates**
 - 12.2 **Recommendations**
 - 12.3 **Approval to Contract with Agency - *motion required***

PRESENTATIONS	M. Metter
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13. SAVOR the Central Coast Update

CEO REPORT	C. Davison
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14. CEO Report

ADJOURN.

**– Next Board Meeting –
Wednesday, August 19, 2015
Morro Bay Golf Course**

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.



FY: 2015-2016 Board of Directors Roster

City/County Appointed Representatives

Name	City/Business	Mailing Address	Type	Term
Sam Miller	City of Grover Beach, Holiday Inn Express (GB)	775 N Oak Park Blvd, Grover Beach, CA 93433	Appointed	
JP Patel	City of Atascadero, Best Western Colony Inn, Owner (AT)	3600 El Camino Real, Atascadero 93422	Appointed	
Rachel Patranella	City of Arroyo Grande, Hampton Inn & Suites (AG)	212 Alexa Ct, Paso Robles, CA 93446	Appointed	
John Arnold	City of Paso Robles, Holiday Inn Express (PR)	2455 Riverside Avenue, Paso Robles, CA 93446	Appointed	
Kevin Phipps	City of SLO, Embassy Suites (SLO)	333 Madonna Rd, San Luis Obispo, CA 93405	Appointed	
Val Seymour	City of Morro Bay, The Front Street Inn & Spa (MB)	1140 Front St, Morro Bay, CA 93442	Appointed	

Elected Representatives

Name	City/Business	Mailing Address	Type	Term
Clint Pearce	Madonna Inn (SLO)	100 Madonna Road, San Luis Obispo, CA 93401	Elected- At Large	
Noreen Martin	Martin Resorts (PB, PR, SLO Unincorporated)	P.O. Box 12060, San Luis Obispo, CA 93406	Elected- At Large	
Mark Eads	Sea Venture (PB)	100 Ocean View Ave., Pismo Beach, CA 93449	Elected- At Large	
Kathleen Bonelli	Paso Robles Vacation Rentals (PR)	505 Spring Street, Paso Robles, CA 93446	Elected- Vacation Rental	
Jay Jamison	Pismo Coast Village (PB)	165 S. Dolliver, Pismo Beach, CA 93449	Elected- RV Parks	



VISIT SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT BOARD APPLICATION FORM
APPLICATION PROCESS CLOSES JUNE 19TH AT 5 PM

NAME OF APPLICANT: LOIS FOX

COMPANY: BELVINO VIAGGIO BED AND BREAKFAST

ADDRESS: 1985 PEACHY CANYON RD, PASO ROBLES

PHONE: 805-975-8899 EMAIL: LOIS@BELVINOVIAGGIO.COM

TOTAL YEARS IN HOSPITALITY INDUSTRY: 8

BACKGROUND EXPERIENCE: I BOUGHT MY 40 ACRE RANCH IN 2000 TO PURSUE MY DREAM OF BUILDING A B&B IN WINE COUNTRY. I COMPLETED CONSTRUCTION IN 2008 AND OPENED FOR BUSINESS JUST IN TIME TO GREET THE GREAT RECESSION. TALK ABOUT BAD TIMING. I MADE IT THROUGH A DIFFICULT FIRST TWO YEARS AND HAVE LOVED WHAT I AM DOING FROM THE MOMENT I GREETED OUR FIRST GUESTS

PRIOR TO PURCHASING MY LAND AND MOVING TO PASO ROBLES, I SPENT 23 YEARS IN REAL ESTATE MANAGEMENT FOR A PRIVATELY HELD COMPANY IN SOUTHERN CALIFORNIA. AS EXECUTIVE VICE PRESIDENT, I OVERSAW THE EXPANSION AND OPENING OF NEW REGIONAL OFFICES, CONTRACT NEGOTIATIONS, SALES AND MARKETING AND THE PR DEPARTMENT

Employment History

CURRENT EMPLOYER: SELF FOR BELVINO VIAGGIO B&B YRS OF SERVICE: 8

TITLE: OWNER

PAST EMPLOYER: MERIT PROPERTY MANAGEMENT YRS OF SERVICE: 23

TITLE: EXECUTIVE VICE PRESIDENT

Community/Board Involvement

ORGANIZATION: THROUGH MY PREVIOUS CAREER, WHILE I NEVER SERVED ON A BOARD, I WENT TO HUNDREDS OF BOARD MEETINGS OF OUR CLIENTS AND WORKED CLOSELY WITH BOARD MEMBERS. _____ TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

For more information, contact Visit San Luis Obispo County at (805) 541-8000.



Visit San Luis Obispo County Board of Directors Meeting – June 17, 2015
Embassy Suites, San Luis Obispo

Board FY 2014-15: Jennifer Porter, Joel Clay, Noreen Martin, Charlie Yates, Kevin Phipps, Jim Allen, Phil D’Acri, Anna Olson, Jay Jamison

Resource Council: Brent Haugen, Mariam Shah, Molly Cano, Marcia Torgerson

Staff: Stacie Jacob, Chuck Davison, Brendan Pringle

Guests: Amanda Diefenderfer, Terrie Banish, Christian Piencka, Lauryn Edwards

Call to Order at 8:36 am by C. Yates

- I. Announcements
 - a. Thank you to Embassy Suites for hosting.
 - b. P. D’Acri – As of December 1, 2015, the SLO County Airport will be adding a third frequency to San Francisco, and is in conversations with SkyWest for another morning flight.

- II. Consent Agenda
 - a. **Approval of May 20, 2015 Board Meeting Minutes**
 - i. **Motioned by P. D’Acri, seconded by J. Jamison. All in favor.**
 - b. **Approval of May Visit SLO County Financials**
 - i. **Motioned by M. Cano, seconded by J. Jamison. All in favor.**

- III. Tourism Marketing District Update – C. Davison/S. Jacob
 - a. June 10, 2015 Board of Supervisor Hearing
 - i. Unanimous 5-0 approval by the Board of Supervisors. The TMD received unanimous approval in all municipalities prior to this vote.
 - ii. District formed and collection begins July 1, 2015.
 1. Notification mailed to all cities and county lodging constituents. Visit San Luis Obispo County mailed out county lodging notifications as well as Paso Robles and Pismo Beach notifications. Remaining cities mailed out the rest.
 - iii. Opposition still has 30 days to file a lawsuit (July 11, 2015).
 1. J. Clay asked if Visit San Luis Obispo County can still collect on July 1, 2015 if a lawsuit is filed. C. Davison clarified that it doesn’t halt collection, nor does it hold up our ability to receive a line of credit.

- IV. Bridge Loan Update – C. Davison/S. Jacob
 - a. Discussions with three banking institutions (Coast National, Heritage Oaks, and Umpqua).
 - i. Heritage Oaks turned us down. Umpqua wanted certain guarantees on the loan.
 - ii. The only agreement that we found credible came from Coast National Bank.
 - b. Coast National Bank
 - i. Proposal includes a line-of-credit for \$1M, Wall Street Journal Prime (3.25%) +1% = 4.25%, renewable after one year based on criteria, and no guarantees

required. If loan is not extended beyond one year, we are required to pay the balance. We would be required to move our banking to Coast National Bank, but our SAVOR account would remain at Heritage Oaks Bank, as part of their SAVOR sponsorship.

- c. **Approval of Coast National Bank Line-of-Credit Offer**
 - i. **Motioned by J. Clay, seconded by J. Porter. All in favor.**

- V. TMD Marketing Committee Review – C. Davison/S. Jacob
 - a. Marketing Committee was selected by the Nominating Committee on June 11, 2015
 - b. DMO Representatives:
 - i. We wanted all DMOs to have a seat at the table
 - ii. Judith Bean (Arroyo Grande/Grover Beach), Terrie Banish (Atascadero), Brent Haugen (Morro Bay), Amanda Diefenderfer (Paso Robles), Molly Cano (SLO), Cheryl Cuming (Wine Coast Country), and a Pismo seat (currently vacant).
 - c. Lodging Representatives
 - i. Christen Goldie (Apple Farm), Lori Keller (Martin Resorts), and a vacant RV park seat, a vacant Vacation Rental seat, a vacant B&B seat, and a vacant Open Lodging Seat.
 - d. Industry Representatives
 - i. Jim Allen (Hearst Castle), Heather Muran (SLO Wine), Jennifer Porter (Paso Robles Wine Country Alliance)
 - e. Marketing Agencies
 - i. Ashlee Akers (Verdin), John Sorgenfrei (TJA)
 - ii. We believe these members could bring great experience to the table.
 - f. Marketing Agency RFP Timeline
 - i. Agency Presentations will take place June 25, 2015 at the Embassy Suites.
 - ii. Marketing Committee will make recommendations to the Board.
 - iii. We will announce the selected proposer and begin contract negotiations in the week of July 15.
- VI. TMD Board Recruitment Process – C. Davison/S. Jacob
 - a. Application Deadline: Friday, June 19, 2015
 - b. Current Applications Received:
 - i. Mark Eads (Pismo Beach; hotel), Dean Hutton (San Luis Obispo; hotel), Noreen Martin (Paso Robles, Pismo Beach, Avila Beach; hotel), Clint Pearce (San Luis Obispo; hotel), Denis Volic (Paso Robles; hotel), Nicholas Yellin (Morro Bay; hotel), Jay Jamison (Pismo Beach; RV), Ed Kurtz (San Luis Obispo unincorporated; vacation rental), Effie McDermott (Pismo Beach; vacation rental); Roger Warkentin (Cambria; vacation rental).
 - c. Available seats include three at-large seats, and a seat for a Vacation Rental, a B&B, and RV Park (3 total). The three at-large seats can go to any type of lodging business.
 - d. All lodging partners were notified about the open seats. We have reached out to about 20 active hotel partners, and many have shown interest. The new board will meet on June 25, 2015 to discuss these seats.
 - e. M. Torgerson asked how Visit San Luis Obispo County notified all lodging partners. C. Davison responded that our office sent out a mailing to all lodging partners with a TMD Board Application in the first week of June 2015, and that our “This Week in San Luis Obispo County” email featured the opportunity for the last two weeks.
 - f. C. Davison also noted that Visit San Luis Obispo County will be working to update the contact information for our constituents over the next six months, so that we have an accurate database of email addresses, etc. on file for future communication.

- g. Application review and selection will happen next Thursday morning, June 25, 2015.
- h. Brown Act Training will be required for all incoming Board Members, and will be offered on Tuesday, July 7, 2015 at 8:30am at the Holiday Inn Express. Board Members must complete Brown Act Training before the first Board Meeting on Wednesday, July 15, 2015. The training will be facilitated by John Lambeth of Civitas. A second training will be conducted in August/September 2015 for additional board members.
- i. If a Board Member has completed training in the last year, and can substantiate it, this training session would not be required. However, our counsel (Civitas) is still recommending that all board members attend to be sure we are diligent about being compliant with the Brown Act.
- j. M. Cano asked if the Marketing Committee had to be Brown Act compliant. C. Davison responded no, but that they are encouraged to attend the training.

VII. Current Board Member Resignations – C. Davison/S. Jacob

- a. Thank you for your service. The TMD passed because of your support. It's been a great journey, and now we are on the path to success.
- b. We are asking you to resign as of July 15, 2015.

VIII. *Sunset* SAVOR the Central Coast – L. Edwards/C. Piencka

- a. Sponsor Update
 - i. We are looking at ways to incorporate our first-ever presenting sponsor (Volvo).
 - ii. DMO Activations in progress include Wine Coast Country, City of San Luis Obispo, City of Pismo Beach, Travel Paso Robles Alliance, and the City of Atascadero.
 - iii. New SAVOR Community Managers are working to increase exhibitor sales.
- b. All New Opening Night – Strings at Sunset
 - i. In addition to String Theory and SPAGs, we are looking to incorporate OperaSLO as part of the experience.
 - ii. S. Jacob noted that this is an all-inclusive food and wine experience.
 - iii. B. Haugen requested graphics to use for promotional purposes. S. Jacob responded that we will be incorporating a marketing toolkit on the SAVOR website.
 - iv. G. Jackson suggested that SAVOR should give lodging properties a special incentive for guests coming in to make ticket reservations at that time.
 - v. J. Allen asked about the maximum number of attendees. S. Jacob responded that we were planning for 1500, but we have the means to increase the capacity.
 - vi. S. Jacob also noted that currently, hotels have a discount code for 20% off Main Event tickets, and \$50 Sunday tickets.

IX. Other Business

- a. IPW: May 30-June 3, 2015 (Orlando, FL)
 - i. We received great compliments on our IPW booth, which was larger than those of Monterey and Santa Barbara.
 - ii. We poured wine from Edna Valley Vineyards and Halter Ranch one of the days.
 - iii. Jim Allen did a wonderful job of securing leads at the booth.
 - iv. IPW 2016 will be in New Orleans, which will make it much easier to pour wine every day, as they will allow us ship wine in (not allowed in Florida).
 - v. We have circulated all leads to those in our booth, and after a two week lead time, will circulate to our DMOs for further distribution.

- vi. The Chairman's Circle Honors Banquet, a dinner with the top 100 international operators, featured Laetitia sparkling wine for its toast. This was possible because of Noreen's relationship with Visit CA, exposure through SAVOR, and because we have stayed on Visit CA's radar.
 - b. California Travel Summit: June 17-19, 2015
 - i. Some interesting presentations on the schedule, including one about the impact of marijuana legalization on tourism.
 - ii. Kylee will be receiving their "30 and Under Award," and Firestone Walker Brewing Co. will be recognized as their "Brewery of the Year Award recipient."
 - c. SEO Update
 - i. Organic traffic has increased 291% as a result of SEO updates.
 - d. FLICS Conference: June 13, 2015
 - i. Visit San Luis Obispo County attended the annual FLICS (Film Liaisons in California Statewide) Conference, which included over 600 film industry representatives, and panels about drone guidelines and the new CA Tax Incentive program.
 - ii. Kylee is hosting a meeting next week for those involved in film permitting, in order to work towards streamlining that process.
 - e. Visit CA San Francisco Media Reception
 - i. We will be reaching out to our partners in July for pitches and story ideas regarding their own destinations.
 - f. Next BOD Meeting: July 15, 2015 at 8:30 am at Morro Bay Golf Course
 - i. Thank you to Joel Clay for hosting.
 - g. Brown Act Training: July 7, 2015 at 8:30 am at the Holiday Inn Express (SLO)
 - h. Thank you to the Executive Board.
- X. Closing Board Comments/Adjourn
- a. 9:54 am C. Yates adjourns the meeting.

Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of June 30, 2015

Cash Basis

	Jun 30, 15	Jun 30, 14
ASSETS		
Current Assets		
Checking/Savings		
Checking Account	13,217.38	5,421.08
Savor Checking Account	155,424.75	190,582.92
Total Checking/Savings	168,642.13	196,004.00
Accounts Receivable		
Accounts Receivable	0.00	-160.40
Total Accounts Receivable	0.00	-160.40
Other Current Assets		
Savor Receivable	9,038.40	11,645.53
Total Other Current Assets	9,038.40	11,645.53
Total Current Assets	177,680.53	207,489.13
Fixed Assets		
Fixed Assets	32,782.67	32,782.67
Accumulated Depreciation	-20,832.17	-20,832.17
Total Fixed Assets	11,950.50	11,950.50
TOTAL ASSETS	189,631.03	219,439.63
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	0.00	-15.34
Total Accounts Payable	0.00	-15.34
Credit Cards		
Rabobank Credit Card	885.00	0.00
Chase 5458/Master	0.00	9,715.98
Total Credit Cards	885.00	9,715.98
Total Current Liabilities	885.00	9,700.64
Total Liabilities	885.00	9,700.64
Equity		
Fund Balance	34,053.44	34,053.44
Retained Earnings	175,685.55	385,475.25
Net Income	-20,992.96	-209,789.70
Total Equity	188,746.03	209,738.99
TOTAL LIABILITIES & EQUITY	189,631.03	219,439.63

San Luis Obispo County
 Visitor's & Conference Bureau
 2014/2015 June Financial Summary - DRAFT

Income	FY:14-15 Actual	FY: 14-15 Budget	Adjusted Budget FY: 14- 15	Variance Favorable (Unfavorable)	% of Budget
PY Carryover	\$ 5,421	\$ 5,421	\$ 5,421	\$ -	100.00%
Current Year Dues Paid In Prior Year	\$ -	\$ -		\$ -	0.00%
Membership Dues	\$ 93,922	\$ 100,000	\$ 92,000	\$ 1,922	93.92%
Government /TBID Funding	\$ 717,821	\$ 726,568	\$ 726,568	\$ (8,747)	98.80%
Website Revenue	\$ 2,750	\$ 35,000	\$ 10,000	\$ (7,250)	7.86%
Destination Guide Ads	\$ -	\$ -		\$ -	0.00%
Film Commission Memberships	\$ -	\$ -		\$ -	0.00%
Voluntary Contrib./Film Comm. Programs & Special Projects	\$ 100	\$ 2,000	\$ 100	\$ -	5.00%
	\$ -	\$ -		\$ -	0.00%
Total Income	\$ 820,014	\$ 868,989	\$ 834,089	\$ (14,075)	
Expenses	FY: 14-15 YTD	FY: 14-15 Budget	Adjusted Budget FY: 14- 15	Variance Favorable (Unfavorable)	
Unclassified(Reserve & Contingency)	\$ -	\$ 19,103	\$ 2,548	\$ 2,548	0.00%
G&A	\$ 190,943	\$ 148,410	\$ 151,432	\$ (39,511)	128.66%
Member Relations	\$ 141,583	\$ 139,106	\$ 122,963	\$ (18,620)	101.78%
Group Sales	\$ 100,033	\$ 135,039	\$ 121,912	\$ 21,879	74.08%
Fam Trips	\$ 3,304	\$ 67,700	\$ 59,699	\$ 56,395	4.88%
PR	\$ 80,211	\$ 86,405	\$ 84,355	\$ 4,144	92.83%
Ad Co-Op	\$ 3,876	\$ 3,500	\$ (13,086)	\$ (16,962)	110.74%
BID Ad Co-Op	\$ 1,313	\$ 10,000	\$ 10,000	\$ 8,688	13.13%
Branding	\$ 14,470	\$ 12,288	\$ 10,000	\$ (4,470)	117.76%
County Wide Themed Programs	\$ 4,962	\$ 4,500	\$ 4,500	\$ (462)	110.26%
Fulfillment	\$ 7,800	\$ 9,310	\$ 8,260	\$ 460	83.79%
General Events	\$ 5,356	\$ 6,396	\$ 6,421	\$ 1,065	83.74%
Multi Purpose Info Kit	\$ -	\$ -		\$ -	0.00%
Savor	\$ 124,322	\$ 101,347	\$ 100,721	\$ (23,601)	122.67%
Social Media	\$ -	\$ 24,000	\$ 6,000	\$ 6,000	0.00%
Website	\$ 58,182	\$ 84,780	\$ 61,500	\$ 3,318	68.63%
County Programs & Special Projects	\$ 8,000	\$ 10,000	\$ 10,000	\$ 2,000	80.00%
Film Commission	\$ 1,777	\$ 7,105	\$ 7,105	\$ 5,328	25.02%
Total Expenses	\$ 746,132	\$ 868,989	\$ 754,330	\$ 8,198	85.86%
Cash Surplus(Deficit)	\$ 73,883	\$ (0)	\$ 79,759		
Savor Receivable - Money transferred to SAVOR account	\$ 79,759.00		\$ 79,759.00		
Adjusted Cash Surplus (Deficit)	\$ (5,876)		\$ -		
	Current Year Month End	Prior Year Month End		Increase (Decrease)	
VCB Cash Balances	\$ 13,217	\$ 5,421		\$ 7,796	

AMENDED AND RESTATED
BYLAWS FOR THE REGULATION, EXCEPT AS OTHERWISE
PROVIDED BY STATUTE OR ITS ARTICLES OF INCORPORATION OF

SAN LUIS OBISPO COUNTY
VISITORS AND CONFERENCE BUREAU, INCORPORATED

A CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION

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AMENDED AND RESTATED BYLAWS OF
SAN LUIS OBISPO COUNTY
VISITORS AND CONFERENCE BUREAU, INCORPORATED
A CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION

The name of this Corporation is SAN LUIS OBISPO COUNTY VISITORS AND CONFERENCE BUREAU, INCORPORATED.

ARTICLE I. OFFICES OF THE CORPORATION

Section 1. Principal Office. The principal office for the transaction of the activities and affairs of the Corporation (principal office) is located at 835 12th Street #204 Paso Robles, in San Luis Obispo County, California. The Board of Directors (“Board”) may change the principal office from one location to another. Any change of location of the principal office shall be noted by the secretary on these Bylaws opposite this section, or this section may be amended to state the new location.

Section 2. Other Offices. The Board may at any time establish branch or subordinate offices at any place or places where the Corporation is qualified to conduct its activities.

ARTICLE II. PURPOSES AND LIMITATIONS

Section 1. General Purposes. The objectives and purpose of the Corporation shall be to promote tourism and common business interests and complement the efforts of local communities and organizations in the County of San Luis Obispo, California.

Section 2. Specific Purposes. Within the context of the general purposes stated above, this Corporation shall promote public use of lodging, restaurant, retail and recreational facilities and activities within the County of San Luis Obispo to the fullest potential and to join together public agencies, private industry and nonprofit corporations, all to enhance the economy of San Luis Obispo County through tourism enhancement and development.

ARTICLE III. MEMBERS

Section 1. Qualifications and Rights of Membership.

(a) Classes and Qualifications. This Corporation shall have no members within the meaning of California Nonprofit Corporation Law, pursuant to Corporations Code section 7332(a).

(b) Other Persons Associated With the Corporation. The Corporation may refer to persons of affiliated nonvoting classes or other persons or entities associated with it as “members,” even though those persons or entities are not voting members as set forth in Section 1(b) of this Article III, no such reference shall constitute anyone a member within the meaning of Section 5056 of the California Nonprofit Corporation Law. By amendment of its Articles of Incorporation or of these Bylaws, the Corporation may grant some or all the rights of a member of any class, as set forth in these Bylaws, to any person or entity that does not have the right to vote on any of the matters specified in Section 1(b) of Article III of these Bylaws, but no such person or entity shall be a member within the meaning of Section 5056 of the California Nonprofit Corporation Law.

ARTICLE IV. DIRECTORS

Section 1. Powers.

(a) General Corporate Powers. Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation Law and any other applicable laws, and subject to any limitations of the Articles of Incorporation or these Bylaws regarding actions that require approval of the members, the Corporation’s activities and affairs shall be managed, and all corporate powers shall be exercised, by or under the direction of the Board.

(b) Specific Powers. Without prejudice to the general powers set forth in Section 1 of this Article IX, but subject to the same limitations, the directors shall have the power to:

(i) Appoint and remove, at the pleasure of the Board, all the Corporation’s officers, agents, and employees; prescribe powers and duties for them that are consistent with law, with the Articles of Incorporation, and with these Bylaws; and fix their compensation and require from them security for faithful performance of their duties.

(ii) Change the principal office or the principal business office in California from one location to another, within San Luis Obispo County; cause the Corporation to be qualified to conduct its activities in any other state, territory, dependency, or country and conduct its activities within or outside California; and designate any place within San Luis Obispo County for holding any meeting of members.

(iii) Adopt and use a corporate seal; prescribe the forms of membership certificates; and alter the forms of the seal and certificates.

(iv) Borrow money and incur indebtedness on behalf of the Corporation and cause to be executed and delivered for the Corporation’s purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations and other evidences of debt and securities.

Section 2. Number and Qualification of Directors.

- (a) Authorized Number. The authorized number of directors shall be fifteen.
- (b) Qualifications. The Board will strive to ensure that each jurisdiction in the SLOCTMD is represented in approximate proportion to the amount of assessment contributed by lodging businesses in that jurisdiction. Each Director must be a representative of an assessed lodging business, except for the County representative. Among the fifteen directors there shall be:
 - i. At least one representative of a lodging business in each jurisdiction in the SLOCTMD;
 - ii. One representative each from a vacation rental, a bed and breakfast, and an R.V. Park;
 - iii. One representative who is appointed by the County of San Luis Obispo; and
 - iv. Three at-large members.

Section 3. Election, Designation, and Term of Office.

(a) Term. Each director whose term is expiring shall be elected at the annual meeting, to hold office for three (3) years, provided however, that directors' terms shall be staggered so that every year five (5) new directors shall be elected. For the first year of operation, in order to stagger the terms of the directors, one-third (1/3) of the directors will serve a one-year term, one-third (1/3) of the directors will serve a two-year term and the remaining one-third (1/3) of the directors will complete the three year term.

If any such directors are not elected at any annual meeting, they may be elected at any special meeting held for that purpose. Each such director, including a director elected to fill a vacancy or elected at a special meeting, shall hold office until expiration of the term for which elected and until a successor has been elected and qualified.

- (b) Designated Directors. Nine Directors shall be designated as follows:
 - i. One lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines.
 - ii. One lodging business representative shall be appointed by the County Board of Supervisors.
 - iii. One additional representative at-large shall be appointed by the County Board of Supervisors.

(c) Elected Directors. The remaining six Directors shall be nominated by SLOCTMD assessment payors and elected by the Board. The Board shall create an ad hoc nominating committee as needed. The committee will seek nominations from the assessed lodging businesses for the six elected seats. Nominations will be verified by the nominating

committee and a slate provided to the Board of Directors for election. The nominating committee will recommend a slate to the Board of Directors that ensures diversity of geography and takes into consideration SLOCTMD assessment contribution. The slate will take into consideration the requirements of Section 2(b) above.

Section 4. Vacancies on Board.

(a) Events Causing Vacancy. A vacancy or vacancies on the Board shall exist on the occurrence of the following: (i) the death or resignation of any director, provided, however, that a director who was designated as a director, rather than elected by the members, may be removed by the Board; (ii) the declaration by resolution of the Board of a vacancy in the office of a director who has been declared of unsound mind by an order of court, convicted of a felony, or found by final order or judgment of any court to have breached a duty under Article 3 of Chapter 2 of the California Nonprofit Mutual Benefit Corporation Law; (iii) the vote of the members or, if the Corporation has fewer than fifty (50) members, the vote of a majority of all members, to remove any director(s); (iv) the increase of the authorized number of directors; or (v) the failure of the Board, at any meeting at which any director or directors are to be elected, to elect the number of directors required to be elected at such meeting; or (vi) a director no longer meeting the criteria of Section 2(b) above.

(b) Resignations. Except as provided below, any director may resign by giving written notice to the chairperson or the secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a director's resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective. Except on notice to the Attorney General of California, no director may resign if the Corporation would be left without a duly elected director or directors.

(c) Removal. Any director who in a twelve-month period either does not attend three (3) successive Board meetings or who misses a total of three (3) meetings without an approved excuse will automatically be removed from the Board without Board resolution unless (i) the director requests a leave of absence for a limited period of time, and the leave is approved by the directors at a regular or special meeting (if such leave is granted, the number of Board members will be reduced by one in determining whether a quorum is or is not present); (ii) the director suffers from an illness or disability that prevents him or her from attending meetings and the Board by resolution waives the automatic removal procedure of this subsection; or (iii) the Board by resolution of the majority of Board members must agree before a director who has missed three (3) successive meetings or three (3) meetings total may be reinstated.

(d) Filling Vacancies. Except for a vacancy created by the removal of a director by the members, vacancies on the Board may be filled by a majority of the directors then in office, whether or not less than a quorum, or by a sole remaining director. Vacancies shall be filled by individuals who meet the requirements of Sections 2(b), 3(b) and 3(c) above.

(e) No Vacancy On Reduction of Number of Directors. No reduction of the authorized number of directors shall have the effect of removing any director before that director's term of office expires.

Section 5. Directors' Meetings.

(a) Place of Meetings. Meetings of the Board shall be held at any place within the County of San Luis Obispo that has been designated by resolution of the Board or in the notice of the meeting or, if not so designated, at the principal office of the Corporation.

(b) Meetings by Telephone Conference or other Communication Equipment. Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of San Luis Obispo County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

Members of the Board may participate in a meeting through use of conference telephone, electronic video screen communication, or other communications equipment. Participation in a meeting pursuant to this section constitutes presence in person at that meeting if all of the following apply:

(i) Each member participating in the meeting can communicate with all of the other members concurrently.

(ii) Each member is provided the means of participating in all matters before the Board, including the capacity to propose, or to interpose an objection, to a specific action to be taken by the Corporation.

(iii) The Corporation adopts and implements some means of verifying both of the following:

(1) A person communicating by telephone, electronic video screen, or other communications equipment is a director entitled to participate in the Board meeting.

(2) All statements, questions, actions, or votes were made by that director and not by another person not permitted to participate as a director.

(c) Annual Meeting. Immediately after each annual meeting of members, the Board shall hold a regular meeting for purposes of organization, election of officers, and transaction of other business. Notice of the annual meeting shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(d) Other Regular Meetings. Other regular meetings of the Board may be held at such time and place as the Board may fix from time to time. Notice of regular meetings shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and in the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(e) Special Meetings.

(i) Authority To Call. Special meetings of the Board for any purpose may be called at any time by the chairperson or any vice chairperson, or the secretary or any two (2) directors.

(ii) Manner of Giving Notice. Notice of the time and place of any special meetings of the Board shall be given to each director upon four (4) days' written notice delivered by first-class mail or forty-eight (48) hours' notice delivered personally or by telephone, including a voice messaging system or other system or technology designed to record and communicate messages, telegraph, facsimile, electronic mail, or other electronic means. All such notices shall be given or sent to the director's address, telephone number or facsimile number as shown on the records of the Corporation. Notice shall also be posted at least twenty-four hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act.

(iii) Notice Contents. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(f) Quorum. A majority of the directors then in office shall constitute a quorum for the transaction of business, except to adjourn. Every action taken or decision made by a majority of the directors present at a duly held meeting at which a quorum is present shall be the act of the Board, subject to the more stringent provisions of the California Nonprofit Mutual Benefit Corporation Law, including, without limitation, those provisions relating to (i) approval of contracts or transactions in which a director has a direct or indirect material financial interest;

(ii) approval of certain transactions between Corporations having common directorships; (iii) creation of and appointments to committees of the Board; and (iv) indemnification of directors.

(g) Adjournment. A majority of the directors present, whether or not a quorum is present, may adjourn any meeting to another time and place.

(h) Notice of Adjourned Meeting. Notice of the time and place of holding an adjourned meeting need not be given unless the original meeting is adjourned for more than twenty-four (24) hours. If the original meeting is adjourned for more than twenty-four (24) hours, notice of any adjournment to another time and place shall be given, before the time of the adjourned meeting, to the directors who were not present at the time of the adjournment.

Section 6. Compensation and Reimbursement. Directors and members of committees of the Board may receive such compensation, if any, for their services as directors or officers, and such reimbursement of expenses, as the Board may determine by resolution to be just and reasonable as to the Corporation at the time that the resolution is adopted.

Section 7. Committees.

(a) Committees of the Board. The Board, by resolution adopted by a majority of the directors then in office, provided a quorum is present, may create (1) one or more committees each consisting of two (2) or more directors and no persons who are not directors to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the directors then in office. The Board may appoint one (1) or more directors as alternate members of any such committee, who may replace any absent member at any meeting. Any such committee, to the extent provided in the Board resolution, shall have all the authority of the Board, except that no committee, regardless of Board resolution, may:

(i) Take any final action on any matter that, under the California Nonprofit Mutual Benefit Corporation Law, also requires approval of the members or approval of a majority of all members;

(ii) Fill vacancies on the Board or on any committee that has the authority of the Board;

(iii) Fix compensation of the directors for serving on the Board or on any committee;

(iv) Amend or repeal these Bylaws or adopt new bylaws;

(v) Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;

(vi) Create any other committees of the Board or appoint the members of committees of the Board;

(vii) Expend corporate funds to support a nominee for director after more people have been nominated for director than can be elected; or

(viii) Approve any contract or transaction to which the Corporation is a party and in which one (1) or more of its directors has a material financial interest, except as special approval is provided for in Section 5233(d)(3) of the California Corporations Code.

(b) Advisory Committees. The Board may establish one or more advisory committees. The members of any advisory committee may consist of directors or non-directors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.

(c) Executive Committee. Pursuant to Section 8(a) of this Article IX, the Board may appoint two (2) or more directors of the Corporation to serve as the executive committee of the Board. The executive committee, unless limited by a resolution of the Board, shall have and may exercise all the authority of the Board in the management of the business and affairs of the Corporation between meetings of the Board; provided, however, that the executive committee shall not have the authority of the Board in reference to those matters enumerated in Section 1 of this Article IX. All actions of the executive committee shall be reported to and ratified by the full Board at the next duly scheduled Board meeting.

(d) Marketing Committee. The Board shall create an advisory committee to be known as the Marketing Committee. The Marketing Committee's purpose will be to align marketing objectives and complementary strategies between community and county tourism marketing programming to optimize collaboration and reduce duplication. The committee will consist of 13-18 destination managers and marketing professionals who have been selected through an application process that is managed and reviewed by the Board of Directors and staff. The committee's recommendations will be submitted to the Board of Directors for approval.

(e) SLOCTMD Advisory Committee. The Board shall create an advisory committee to be known as the SLOCTMD Advisory Committee. The SLOCTMD Advisory Committee will be comprised of 10-20 elected officials and city managers, who will participate in semi-annual meetings and liaise back to the communities they represent with programming updates and overall metrics demonstrating the impacts of the SLOCTMD on the County and cities. Each participating community will determine its representative(s) on the SLOCTMD Advisory Committee.

(f) Meetings and Actions of Committees. Meetings and actions of committees of the Board shall be governed by, held, and taken in accordance with the provisions of these Bylaws concerning meetings and other Board actions, except that the time for regular meetings of such committees and the calling of special meetings of such committees may be determined either by Board resolution or, if there is none, by resolution of the committee of the

Board. Minutes of each meeting of any committee of the Board shall be kept and shall be filed with the corporate records. The Board may adopt rules for the government of any committee, provided they are consistent with these Bylaws or, in the absence of rules adopted by the Board, the committee may adopt such rules.

ARTICLE X. OFFICERS

Section 1. Officers of the Corporation. The officers of the Corporation shall be a chairperson, and one (1) or more vice chairperson(s), a secretary, a treasurer, and if applicable the immediate past chairperson. Any number of offices may be held by the same person, except that neither the secretary nor the treasurer may serve concurrently as the chairperson of the Board.

Section 2. Election of Officers. The officers of the Corporation, except those appointed under Section 1 of this Article X, shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights, if any, of any officer under any contract of employment.

Section 3. Other Officers. The Board may appoint and may authorize the chairperson, or other officer, to appoint any other officers that the Corporation may require. Each officer so appointed shall have the title, hold office for the period, have the authority, and perform the duties specified in these Bylaws or determined by the Board.

Section 4. Removal of Officers. Without prejudice to any rights of an officer under any contract of employment, any officer may be removed with or without cause by the Board and also, if the officer was not chosen by the Board, by any officer on whom the Board may confer that power of removal.

Section 5. Resignation of Officers. Any officer may resign at any time by giving written notice to the Corporation. The resignation shall take effect as of the date the notice is received or at any later time specified in the notice and, unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to the rights, if any, of the Corporation under any contract to which the officer is a party.

Section 6. Vacancies in Office. A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed in these Bylaws for regular appointments to that office, provided, however, that vacancies need not be filled on an annual basis.

Section 7. Responsibilities of Officers.

(a) Chairperson. Subject to the control of the Board, the chairperson shall be the general manager of the Corporation. The chairperson shall preside at all members' meetings and at all Board meetings. The chairperson shall have such other powers and duties as the Board or these Bylaws may prescribe.

(b) Vice Chairpersons. If the chairperson is absent or disabled, the vice chairpersons, if any, in order of their rank as fixed by the Board, or, if not ranked, a vice chairperson designated by the Board, shall perform all duties of the chairperson. When so acting, a vice chairperson shall have all powers of and be subject to all restrictions on the chairperson. The vice chairpersons shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(c) Secretary.

(i) Book of Minutes. The secretary shall keep or cause to be kept, at the Corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, of committees of the Board, and of members' meetings. The minutes of meetings shall include the time and place that the meeting was held, whether the meeting was annual, regular, or special, and, if special, how authorized, the notice given, the names of those present at Board and committee meetings. The secretary shall keep or cause to be kept, at the principal office in California, a copy of the Articles of Incorporation and these Bylaws, as amended to date.

(ii) Notices, Seal, and Other Duties. The secretary shall give, or cause to be given, notice of all meetings of members, of the Board and of committees of the Board required by these Bylaws to be given. The secretary shall keep the corporate seal in safe custody and shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(d) Treasurer.

(i) Books of Account. The treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the Corporation's properties and transactions. The treasurer shall send or cause to be given to the directors such financial statements and reports as are required to be given by law, by these Bylaws, or by the Board. The books of account shall be open to inspection by any director at all reasonable times.

(ii) Deposit and Disbursement of Money and Valuables. The treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the Corporation with such depositories as the Board may designate, shall disburse the Corporation's funds as the Board may order, shall render to the chairperson, and the Board, when requested, an account of all transactions as treasurer and of the financial condition of the Corporation, and shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(iii) Bond. If required by the Board, the treasurer shall give the Corporation a bond in the amount and with the surety or sureties specified by the Board for faithful performance of the duties of the office and for restoration to the Corporation of all of its

books, papers, vouchers, money, and other property of every kind in the possession or under the control of the treasurer on his or her death, resignation, retirement, or removal from office.

(e) Immediate Past Chairperson.

If the Immediate Past Chairperson remains on the Board after serving as Chairperson, that individual will also serve as a member of the Executive Committee. The Immediate Past Chair shall have such duties as the Board or Executive Committee may require.

ARTICLE XI. INDEMNIFICATION

Section 1. Right of Indemnity. To the fullest extent permitted by law, this Corporation shall indemnify its directors, officers, employees, and other persons described in Section 5238(a) of the California Corporations Code, including persons formerly occupying any such position, against all expenses, judgments, fines, settlements and other amounts actually and reasonably incurred by them in connection with any “proceeding,” as that term is used in that section, and including an action by or in the right of the Corporation, by reason of the fact that the person is or was a person described in that section. “Expenses,” as used in these Bylaws, shall have the same meaning as in Section 5238(a) of the California Corporations Code.

Section 2. Approval of Indemnity. On written request to the Board by any person seeking indemnification under Section 5238(b) or Section 5238(c) of the California Corporations Code, the Board shall promptly determine under Section 5238(e) of the California Corporations Code whether the applicable standard of conduct set forth in Section 5238(b) or Section 5238(c) has been met and, if so, the Board shall authorize indemnification. If the Board cannot authorize indemnification because the number of directors who are parties to the proceeding with respect to which indemnification is sought prevents the formation of a quorum of directors who are not parties to that proceeding, the Board shall promptly call a meeting of members. At that meeting, the members shall determine under Section 5238(e) of the California Corporations Code whether the applicable standard of conduct set forth in Section 5238(b) or Section 5238(c) has been met and, if so, the members present at the meeting in person or by proxy shall authorize indemnification.

Section 3. Advancement of Expenses. To the fullest extent permitted by law and except as otherwise determined by the Board in a specific instance, expenses incurred by a person seeking indemnification under Sections 1 and 2 of this Article XI in defending any proceeding covered by those sections shall be advanced by the Corporation before final disposition of the proceeding, on receipt by the Corporation of an undertaking by or on behalf of that person that the advance will be repaid unless it is ultimately determined that the person is entitled to be indemnified by the Corporation for those expenses.

ARTICLE XII. INSURANCE

The Corporation shall have the right to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, directors, employees, and other agents, against any liability asserted against or incurred by any officer, director, employee, or agent in such capacity or arising out of the officer's, director's, employee's, or agent's status as such.

ARTICLE XIII. RECORDS AND REPORTS

Section 1. Maintenance of Corporate Records. The Corporation shall keep:

- (a) Adequate and correct books and records of account; and
- (b) Written minutes of the proceedings of its Board, and committees of the Board.

Section 2. Maintenance and Inspection of Articles and Bylaws. The Corporation shall keep at its principal office, or if its principal office is not in California, at its principal business office in this state, the original or a copy of the Articles of Incorporation and these Bylaws, as amended to date, which shall be open to inspection by the directors at all reasonable times during office hours. If the principal office of the Corporation is outside California and the Corporation has no principal business office in this state, the secretary shall, on the written request of any member, furnish to that member a copy of the Articles of Incorporation and these Bylaws, as amended to date.

Section 3. Inspection by Directors. Every director shall have the absolute right at any reasonable time to inspect the Corporation's books, records, documents of every kind, physical properties, and the records of each of its subsidiaries. The inspection may be made in person or by the director's agent or attorney. The right of inspection includes the right to copy and make extracts of documents.

Section 4. Annual Report. The Board shall cause an annual report to be sent to the directors within one hundred twenty (120) days after the end of the Corporation's fiscal year. That report shall contain the following information, in appropriate detail, for the fiscal year:

- (a) The assets and liabilities, including the trust funds, of the Corporation as of the end of the fiscal year.
- (b) The principal changes in assets and liabilities, including trust funds.
- (c) The revenue or receipts of the Corporation, both unrestricted and restricted to particular purposes.

(d) The expenses or disbursements of the Corporation for both general and restricted purposes.

(e) Any information required by Section 6 of this Article XIII.

The annual report shall be accompanied by any report on it of independent accountants or, if there is no such report, by the certificate of an authorized officer of the Corporation that such statements were prepared without audit from the Corporation's books and records.

This requirement of an annual report shall not apply if the Corporation receives less than Twenty-five Thousand Dollars (\$25,000) in gross receipts during the fiscal year; provided, however, that the information specified above for inclusion in an annual report must be furnished annually to all directors.

Section 6. Annual Statement of Certain Transactions and Indemnifications. As part of the annual report, or as a separate document if no annual report is issued, the Corporation shall annually prepare and mail or deliver to each member and furnish to each director a statement of any transaction or indemnification of the following kind within one hundred twenty (120) days after the end of the Corporation's fiscal year:

(a) Any transaction (i) in which the Corporation, its parent, or its subsidiary was a party; (ii) in which an "interested person" had a direct or indirect material financial interest; and (iii) which involved more than Fifty Thousand Dollars (\$50,000), or was one of a number of transactions with the same interested person involving, in the aggregate, more than Fifty Thousand Dollars (\$50,000). For this purpose, an "interested person" is either of the following:

(i) Any director or officer of the Corporation, its parent, or subsidiary (but mere common directorship shall not be considered such an interest); or

(ii) Any holder of more than ten percent (10%) of the voting power of the Corporation, its parent, or its subsidiary. The statement shall include a brief description of the transaction, the names of interested persons involved, their relationship to the Corporation, the nature of their interest in the transaction and, if practicable, the amount of that interest, provided that if the transaction was with a partnership in which the interested person is a partner, only the interest of the partnership need be stated.

(b) Any indemnifications or advances aggregating more than Ten Thousand Dollars (\$10,000) paid during the fiscal year to any officer or director of the Corporation under Sections 1, 2 and 3 of Article XI, unless that indemnification has already been approved by the members under Section 5238(e) (2) of the California Corporations Code.

ARTICLE XIV. CONSTRUCTION AND DEFINITIONS

Unless the context requires otherwise, the general provisions, rules of construction and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes the feminine and neuter, the singular includes the plural, the plural includes the singular, and the term “person” includes both a legal entity and a natural person.

ARTICLE XV. AMENDMENTS

Section 1. Amendment by Board. Except as otherwise provided herein, and subject to the power of Directors to amend or repeal the Bylaws, these Bylaws may be altered, amended or repealed and new Bylaws may be adopted by an affirmative vote of a majority of the Directors present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

Section 2. Review by Board of Directors. These Bylaws shall be reviewed by the Board as needed.

CERTIFICATE OF SECRETARY

I certify that I am the duly elected and acting secretary of SAN LUIS OBISPO COUNTY VISITORS AND CONFERENCE BUREAU, INCORPORATED, a California nonprofit MUTUAL BENEFIT corporation, that the above Bylaws, consisting of fifteen (15) pages, are the Bylaws of this Corporation as adopted by the Board of Directors on _____, 2015 and that they have not been amended or modified since that date.

Executed on _____ day of _____, 2015 in San Luis Obispo, California.

_____, Secretary
Print

Sign



SUPPLEMENTAL INFORMATION

Below are the links to the **RFP Responses** from the two marketing agencies, which were reviewed by the Visit San Luis Obispo County Marketing Committee. A third agency, Burghardt+Doré, withdrew from the RFP process after their presentation to the Marketing Committee.

- [Riester](#)
- [Catalyst](#)

For a copy of the **RFP**, click here: [Marketing Agency RFP](#)

Following their presentations, Riester and Catalyst responded to questions from the Marketing Committee via email and over the phone. Here are their responses:

- [Riester](#)
- [Catalyst](#)



Visit San Luis Obispo County

Activity Report, June 2015

May 2015 vs May 2014 Lodging Statistics

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	75.1	73.6	146.58	137.31	110.12	101.07
Santa Barbara/Santa Maria, CA	76.2	72.3	178.56	171.95	136.07	124.36
San Luis Obispo/Paso Robles, CA	71.1	69.5	142.33	134.06	101.21	93.11
Monterey/Salinas, CA	71.1	73.0	191.10	180.56	135.87	131.79

- What's New -

Tourism Marketing District Approved by Board of Supervisors



Thank you for your support and for everyone who attended that final hearing of the Tourism Marketing District (TMD). We are honored to have received a unanimous approval of the TMD by all City Councils and now the County Board of Supervisors. Congratulations to all tourism partners! Years of dedication, commitment and staying the course to create a unified tourism voice has finally paid off. Your voice was heard and together we made a difference to move forward with the first ever unified marketing plan for tourism in San Luis Obispo County. If you missed the hearing, a recap is available in the San Luis Obispo Tribune: <http://bit.ly/1GMRE1H>. A full explanation of the TMD can be found on the [Members Area](#) of our website. For questions, feel free to contact us at info@visitsanluisobispo.com or at (805) 541-8000.

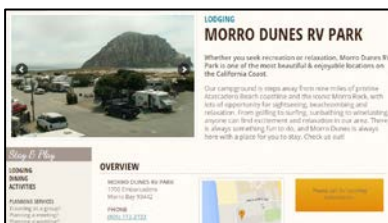
Marketing Committee Reviews Marketing Agency Presentations

Visit San Luis Obispo County is pleased to introduce its new Marketing Committee: Amanda Diefenderfer, Ashlee Akers, Brent Haugen, Cheryl Cuming, Christen Goldie, Heather Muran, Jennifer Porter, Jim Allen, John Sorgenfrei, Judith Bean, Lori Keller, Molly Cano, and Terrie Banish. The first task of the Marketing Committee was to review the finalists from our Marketing Agency Request for Proposal (RFP). On June 25, the committee heard pitches from Riestler, Burghardt+Doré, and Catalyst. Visit San Luis Obispo County will be confirming the selection of its marketing agency at the July 15th Board of Directors meeting.



Reminder: Update Your Online Member Listing

Lodging partners are encouraged to update their Visit San Luis Obispo County listing on our website. If you need help setting up your member profile, please contact us via email at info@visitsanluisobispo.com or at (805) 541-8000. This is a great opportunity for all lodging constituents to gain additional exposure for their business.



Sunset SAVOR the Central Coast Campaign Underway!

SAVOR is now in full swing as the marketing campaign launched with two special ticket offers. Our May \$100 Weekend Pass and our Strings at Sunset BOGO special have put tickets sales closely aligned with trends the event has seen in previous years in the first two months of the campaign. Fast Forward Events, working alongside the Visit SLO County team, continues to build out the event framework as Adventure Tours, dinners and the content for the Main Event continue to come into focus, offering SAVOR attendees many options to create their four-day weekend in SLO County. Watch for marketing tools and more information coming your way to share the SAVOR news with your guests. Check out savorcentralcoast.com or follow us on social media.



SkyWest Adding Another Roundtrip Flight Between SLO & LAX

Great news for travelers! SkyWest is adding another roundtrip flight between SLO County Airport and LAX. This is the second flight added this month! Visit <http://bit.ly/1gcWOH1> for more details.



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *OpenTable*:
"Top 100 Alfresco Dining Restaurants in America"
Granada Bistro, San Luis Obispo (left); and in *The Guardian*: "CA's Paso Robles Wine Route: Top 10 Guide"
Bianchi Winery, Paso Robles (right).



Trending

Media

- CraftBeer.com – America’s Beeriest Beach Towns 2015 <http://bit.ly/1dvr5Wb>
- Better Homes & Gardens – Ten Best Beaches <http://bit.ly/1ItB37I>
- LA Times – Surprises Await Up and Down the Coast <http://lat.ms/1GNZTcT>
- OpenTable – 2015 Top 100 Al Fresco Dining Restaurants in America <http://bit.ly/1L3iAiR>
- CultureTrip – The 10 Most Beautiful Towns on the West Coast <http://bit.ly/1H0hYaX>
- The Guardian – California’s Paso Robles Wine Route: Top 10 Guide <http://bit.ly/1GfMAS3>
- CA’s Adventure Sports Journal – Destination: San Luis Obispo <http://bit.ly/1FLKhWl>
- LA.Racked.com – 8 SoCal Honeymoon Spots for a Stylish Getaway <http://bit.ly/1JAKFn1>

Travel Trade

- UK SuperFAM – Paso Robles: September 26-27

Better Homes & Gardens Feature Story Goes Viral

In their July Travel issue, *Better Homes & Gardens* named Avila Beach on their list of Top 10 Best Beaches in the US. This article was shared more than 4300 times on our blog, and reached an audience of 36,528 on Facebook!



Visit CA UK Press FAM Tour: June 16

Visit San Luis Obispo County hosted a UK Press FAM on June 16. Media from Press Association, *The Sun*, *The Daily Mirror*, *Travel Weekly* and other publications enjoyed dune bugging at the Oceano Dunes, private wine tasting at the Cottage Inn, and dinner at the Madonna Inn.

Visit CA Chinese Press FAM Tour: June 25

Visit San Luis Obispo County hosted a Chinese Press FAM on June 25. Media directors from GQ, Esquire, National Geographic Weekly, Traveler Weekly, and Trading UP, as well as an official from Hainan Airlines received a tour of Hearst Castle, followed by a visit to Downtown San Luis Obispo, where they enjoyed Farmers Market and a tasting at Luis Wine Bar. Guests stayed at the SeaCrest OceanFront Resort in Pismo Beach.



CalTravel Honors Kylee Jepsen

California Travel Association (CalTravel) recently presented Visit SLO County’s Sr. Communications Coordinator & Film Commission Liaison, Kylee Jepsen, with their “30 and Under Award” at its annual California Travel Summit on June 17-19. They also recognized Firestone Walker Brewing Co. as their “Brewery of the Year Award” recipient. Congratulations!



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS: 194,081
TOTAL VISITS: 42,305
MOBILE/TABLET VISITS: 22,486
EVENT PAGE VIEWS: 111,863

MOST VISITED EVENT:
 CIRCUS VARGAS AT THE MADONNA INN (1872 VIEWS)
TOTAL BLOG VISITS: 13,437
MOST SHARED BLOG: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS: <HTTP://BIT.LY/1GOGIXM>

VISIT SLO COUNTY

FACEBOOK
LIKES: 12,176 **NEW:** 158
TOT. IMPRESSIONS: 104,567
HIGHEST ENGAGEMENT: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS (2,673 ENGAGEMENTS)
MOST LIKED: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS (2,042 LIKES)
TWITTER
FOLLOWERS: 5,279 **NEW:** 119
 28.8K IMPRESSIONS
TWEETS: 5,855
PINTEREST
FOLLOWERS: 590 **NEW:** 9
 PINS 773
INSTAGRAM
FOLLOWERS: 1067 **NEW:** 78
 POSTS: 331

VISITOR GUIDE DIST.

WEB DOWNLOADS: 83
GUIDES DISTRIBUTED: 717
TOTAL: 800

MONTHLY E-SPECIAL

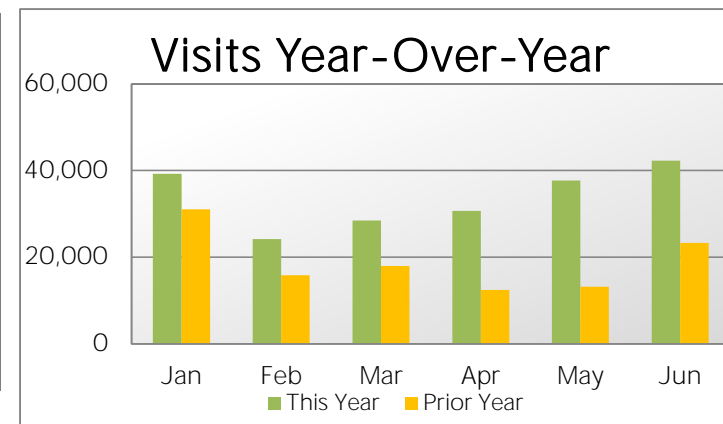
SUBSCRIBERS: 28,880
OF OPENS: 5,198
OF CLICK-THROUGHS: 723

THIS WEEK IN SLO COUNTY

CIRCULATION: 779
MOST CLICKED LINK:
 San Luis Obispo County Upcoming Events

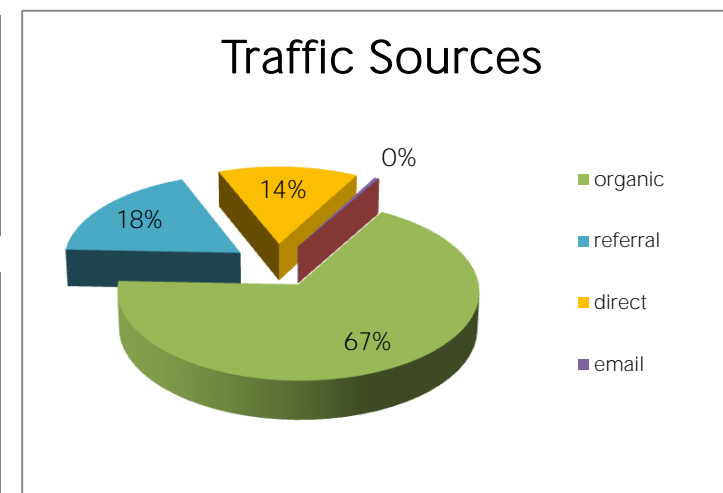
Total Traffic Overview:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	39,218	24,147	28,478	30,648	37,667	42,305
Unique Visitors:	28,755	20,009	23,833	25,365	31,136	35,058
Bounce Rate:	46%	48%	49%	48%	49%	52%
Pageviews:	142,370	77,981	90,475	96,341	116,951	128,578
Avg Pageviews Per Visit:	3.63	3.23	3.18	3.14	3.10	3.04
Avg Time on Site:	0:03:17	0:02:30	0:02:19	0:02:23	0:02:21	0:02:19
Total Organic Search Traffic:	25,440	17,546	20,287	22,385	27,209	28,464
% of Traffic Organic Search:	65%	73%	71%	73%	72%	67%
Entry Pages From Search:	1,788	1,788	1,954	1,826	1,996	2,013



Mobile Snapshot:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	14,060	8,036	9,566	11,424	14,734	17,022
% of visits	36%	33%	34%	37%	39%	40%
Bounce Rate:	55%	53%	54%	53%	53%	56%
Pageviews:	38,478	21,817	24,678	29,455	38,438	42,110
Avg Time on Site:	0:02:28	0:01:56	0:01:42	0:01:47	0:01:51	0:01:44



SEO Overview:

- * Visits increased 81% compared to last year.
- * Unique Visitors increased 80% year over year.
- * Pageviews increased 48% compared over this time last year.
- * Organic traffic increased 67% year over year!
- * List of SEO items completed this month sent to client.

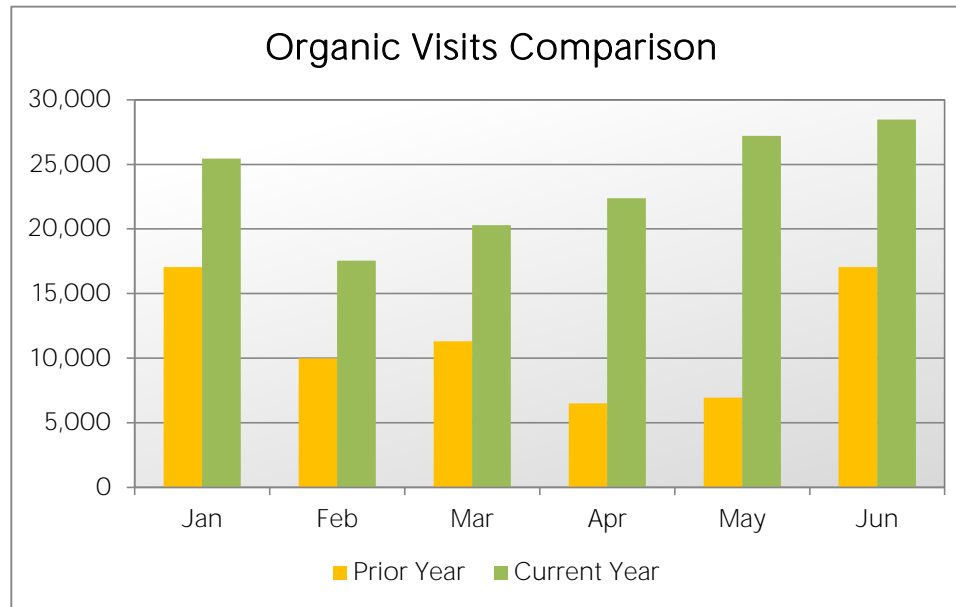
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	28,464	67.28%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.40	11.80%
Avg. Time on Site	0:02:36	12.66%
New Visits	75.84%	-0.92%
Bounce Rate	43.92%	-14.85%

Search Engine	Visits	Percent
google	25,654	90.13%
yahoo	1,579	5.55%
bing	994	3.49%
aol	154	0.54%
ask	64	0.22%
baidu	9	0.03%

Exact Keyword	Visits	Percent
(not provided)	25,513	89.63%
san luis obispo	318	1.12%
events in san luis obispo	31	0.11%
san luis obispo county	30	0.11%
san luis obispo events	29	0.10%
san luis obispo ca	26	0.09%
san luis obispo hotels	22	0.08%
непереводимая.рф	19	0.07%
san luis obispo county events	16	0.06%
avila beach	15	0.05%



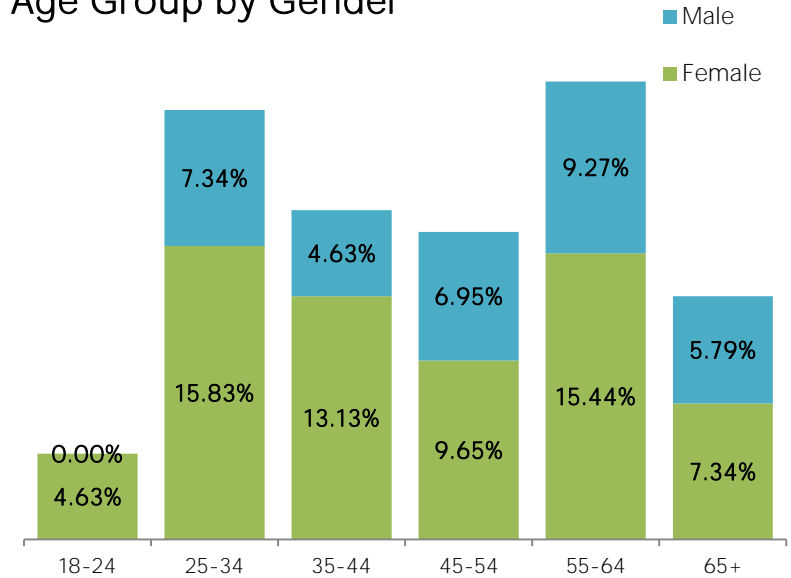
Landing Page	Visits	Percent
/events	6,301	22.14%
/	3,731	13.11%
/activities	908	3.19%
/events/all/fairs_and_festivals	831	2.92%
/our-area	675	2.37%
/lodging	665	2.34%
/events/1063/annual-4th-of-july-fireworks-celebration	584	2.05%
/community/avila-beach	475	1.67%
/events/461/thursday-farmers-market	446	1.57%
/blog/398/4th-of-july-free-family-activities-in-san-luis-obispo-county	428	1.50%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	143
Travel Buffs	131
TV Lovers	128
Cooking Enthusiasts/Aspiring Chefs	114
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	113
Shutterbugs	112
News Junkies & Avid Readers	104
Travel Buffs/Beachbound Travelers	102
Technophiles	101
Home Decor Enthusiasts	100

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	71
News/Weather	68
Food & Drink/Cooking & Recipes	52
Internet & Telecom/Email & Messaging	48
Travel/Hotels & Accommodations	43
Online Communities/Social Networks	40
Reference/General Reference/Dictionaries & Encyclopedias	37
Real Estate/Real Estate Listings	36
Travel/Tourist Destinations/Beaches & Islands	26
Arts & Entertainment/TV & Video/Online Video	25

Affinity Categories broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

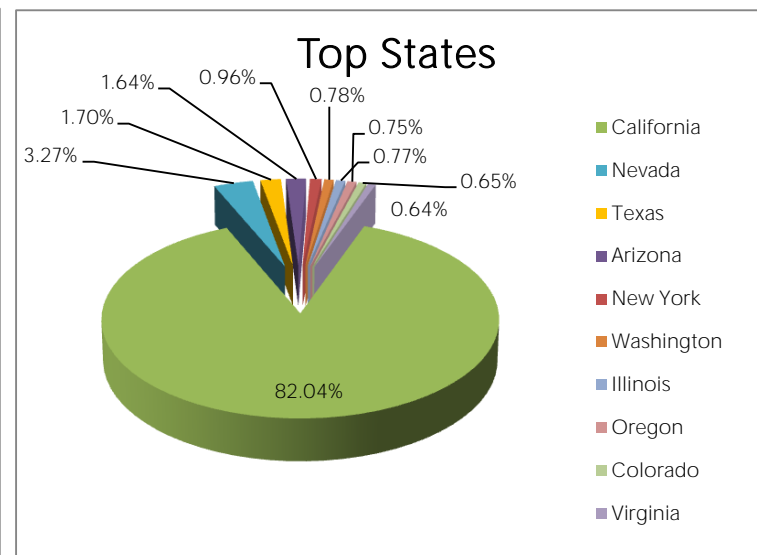
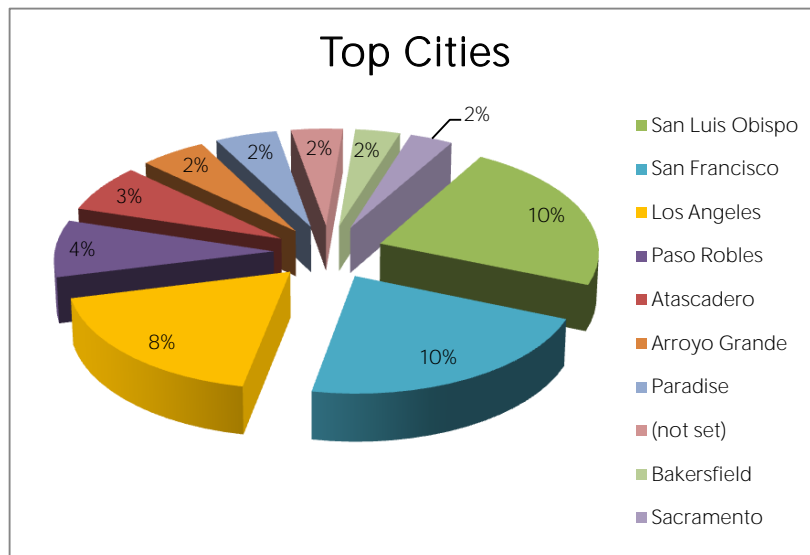
Other Categories are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

* Per Google

Top Content:

Top Landing Pages	Entrances	Top Content Pages	Pageviews
/	8,282	/events	12,884
/events	7,260	/	10,956
better-homes-gardens	2,312	by-better-homes-gardens	2,978
/activities	1,007	/events/all/fairs_and_festivals	2,850
/events/all/fairs_and_festivals	912	/our-area	2,362
/our-area	833	/events?page=1	1,912
/lodging	809	/events/all/childrens_activities	1,835
/events/1063/annual-4th-of-july-fireworks-celebration	633	/events/2251/circus-vargas-at-the-madonna-inn	1,586
/blog/832/-mondayminute-the-humpback-whales-of-avila-beach	589	/activities	1,495
/community/avila-beach	559	/lodging	1,451

Geographic:





VOLVO presents

Sunset & Visit San Luis Obispo County's

SAVOR
THE CENTRAL COAST

Main Event at the historic SANTA MARGARITA RANCH

ALL ROADS LEAD TO SAVOR

SEPTEMBER 24 - 27, 2015

The 2015 Event Schedule

- Thursday, Aug. 20
 - Media Preview Event at Edna Valley Vineyards
- Thursday, Sept. 24
 - Adventure Tours - 5
 - Strings at Sunset Opening Night Event
- Friday, Sept. 25
 - Adventure Tours - 6
 - Special Events & Dinners
 - Dinner at JUSTIN Vineyards & Winery
 - Hilltop Dinner at Adelaida Cellars
 - Cocktail Shoot Out at Paso Robles Inn
- Saturday, Sept. 26
 - Main Event
 - Special Events & Dinners
 - Crimson Wine Dinner at Dolphin Bay
- Sunday, Sept 27
 - Main Event



Confirmed Sunset Editor Participation within Events:
Margo True | Sara Schneider | Peter Fish | Johanna Silver

All Roads Lead to SAVOR Sunset Promotions


Top 5 ways to make the most of your SAVOR experience. [View this email in your browser](#)




SAVOR THE CENTRAL COAST
Main Event at the historic SANTA MARGARITA RANCH
SEPTEMBER 24-27, 2015

SEE SCHEDULE | BUY TICKETS | GETTING HERE | HOTEL PACKAGES


Join Sunset editors on the ultimate culinary road trip with these Top Five ways to make the most of your SAVOR experience:




#1 Strings at Sunset: The Vina Robles Amphitheatre transforms into a taste bud-tempting, gasp-worthy opening night event featuring theatrical performances from award-winning artists [String Theory](#) and DJ Violinist [SPAGS](#). Enjoy mouthwatering celebrity chef tasting stations at every turn.



#2 Stay and Save! [Book your](#) Obispo hotel and get a Main Event \$100. San Luis Obispo hotels are a ride to Santa Margarita Ranch and event are offered through San Luis Obispo. Offer ends July 31, 2015.



#3 Discover the Pasobilli simply "Pasó" as the locals call it – vast olive orchards and majestic oak at a number of [SAVOR events](#) and [at Strings at Sunset](#), a number of [Adv exclusive dinner events](#) at [JUSTIN](#) and [Adelaida Cellars](#).



#4 Adventure Tours. Immerse yourself in the San Luis Obispo county lifestyle with this year's line-up of [Adventure Tours](#). Meet majestic Clydesdale horses, sip on Ciders in Atascadero, take a kayaking adventure in Morro Bay, find your inner muse at Paso Robles Inn, explore behind-the-scenes at Hearst Castle, and so much more.



#5 Customize Your VIP Package. The new [2015 VIP Packages](#) incorporate event tickets and exclusive VIP opportunities, including transportation to-and-from events, as well as lodging options at five of Martin Resorts' coastal properties: Inn at the Cove, Best Western Plus Shore Cliff Lodge, Pismo Lighthouse Suites and Avila Lighthouse Suites. Feeling lucky? [Enter to win](#) the Ultimate SAVOR Giveaway for a \$5,000 VIP experience.

Plan Your SAVOR Experience Today!



ALL ROADS LEAD TO SAVOR
SPECIAL ADVERTISING FEATURE

THE ULTIMATE CULINARY ROAD TRIP

Some of our favorite places to stop, sip, eat and shop along the way to Sunset SAVOR the Central Coast



230 MILES SAN FRANCISCO TO SAN LUIS OBISPO COUNTY
Before heading south, spend an afternoon exploring the Sonoma County wine country, then dine at Spoonbar in Healdsburg, where rising chef Louis Molinari's contemporary American cuisine is both inventive and approachable. Across from San Francisco in Sausalito, award-winning author and PBS cooking series host Joanne Weir's Capita Trappelleria y Comida has earned national acclaim for its seasonal and modern Mexican dining. Celebrate in Bright House's *Feasting in the West Coast* and easily reached from Hearst Castle, the Sebastian General Store dates to 1852 and serves top tip and burgers made with grass-fed Hearst Ranch beef, plus the ranch's wines in the tasting room. Little more than a shack by the beach, [Raukeli's](#) Steakhouse in Carpinteria uses delicately smoked salmon and allures in its fish tacos.

Drive Volvo's idea of luxury!
Experience the all-new 2016 Volvo XC90 at SAVOR the Central Coast September 24-27. Learn how to make one of these ultimate culinary road trips today!

Capita Trappelleria y Comida has earned national acclaim for its seasonal and modern Mexican dining. Celebrate in Bright House's *Feasting in the West Coast* and easily reached from Hearst Castle, the Sebastian General Store dates to 1852 and serves top tip and burgers made with grass-fed Hearst Ranch beef, plus the ranch's wines in the tasting room. Little more than a shack by the beach, [Raukeli's](#) Steakhouse in Carpinteria uses delicately smoked salmon and allures in its fish tacos.

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SEPTEMBER 24-27, 2015



Capita Trappelleria y Comida
Santa Barbara, CA

ALL ROADS LEAD TO SAVOR
SPECIAL ADVERTISING FEATURE



330 MILES SAN DIEGO TO SAN LUIS OBISPO COUNTY
San Diego's beautifully renovated warehouse near San Diego's Little Italy is the perfect setting for Top Chef All-Stars winner Richard Blais' "refined American food with a Left Coast edge." House Brewing Co. raised San Diego into the top rank of beer cities and serves creative gastropub fare at Boreas in Encinitas and Liberty Station near San Diego Bay. Across from Huntington Beach's legendary waves, hang with surfers and dig into charbroiled burgers on flash egg buns at TK Burgers. Nearly 200 years old, Grand Central Market in downtown Los Angeles' hippest food destination, thanks to a new wave of gourmet purveyors, including DTLA Cheese. In 1985, chef Mary Sue Milliken and Susan Feniger set off on a driving quest to learn about Mexico's cooking traditions. It worked. The dining at their vibrant Border Grill restaurants in downtown L.A. and Santa Monica is both refined and unmistakably authentic. Nearby in Santa Monica is Fig Restaurant, Yousef (Chalabi) works wonders with California's seasonal bounty in his Mediterranean-inspired cuisine. Up coast in Santa Barbara, James Shaw sources from Central Coast farms, ranches, and fishermen to create modern takes on American classics at Finch in Pismo Beach. There the signature cocktail are as tasty as the food. For 180 years of California wine, the Central Coast boutique Central Coast wineries at Santa Barbara County's Los Olivos Yearling Vineyard. The Central Coast is the Santa Maria-style barbecue country, and excellent beers at a brewpub coast over.

FIG RESTAURANT

The Apartment Kitchen at Jackson Square
Santa Monica, CA

ALL ROADS LEAD TO SAVOR
SPECIAL ADVERTISING FEATURE



MEET US AT SAVOR THE CENTRAL COAST
SEPT. 24-27, 2015

THURSDAY, SEPTEMBER 24
The State Events opens the Historic Santa Margarita Ranch. Head over to the Marketplace where 100+ wineries, restaurants and food purveyors will be sampling their delicious food and drink. Meet us in the Central Coast Pavilion to hear naming stations with leading wine makers and Sunset's Sara Schneider.

FRIDAY, SEPTEMBER 25
"Feasting in the West Coast" part of the Main Event with Margo Trow of Dignity Health's Chef Council with culinary and music chefs Mary Sue Milliken, Louis Molinari, Joanne Weir, Toned Chalabi, James Shaw, Robb and more! Just around the corner at the CA Geneva Perfume and Cosmetics Booth, learn how to transform California's best, most flavorful ingredients into delicious masterpieces. Time to unwind with the music and cold, locally brewed beer in the Encore Garden Ball Room and more! Join SAVOR weekend experience. Spend your first evening in Pismo Beach, one of the most great lodging experiences including waterfront properties where you'll have convenient access to the beach and downtown, before catching sunset from the pier.

SATURDAY, SEPTEMBER 26
The State Events opens the Historic Santa Margarita Ranch. Head over to the Marketplace where 100+ wineries, restaurants and food purveyors will be sampling their delicious food and drink. Meet us in the Central Coast Pavilion to hear naming stations with leading wine makers and Sunset's Sara Schneider.

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New Media Tools & Marketing Toolkit

MEDIA

[Home](#) - [Media](#)

For Your Media Needs

The following media files are provided for the promotion of Volvo Presents Sunset SAVOR the Central Coast. Please understand that by downloading any items you are agreeing to our usage policies. Logos, images, press releases or other materials may not be used in any form without the permission of Visit San Luis Obispo County.

[Photo Library](#) | [Video Library](#) | [Logo Library](#) | [Press Registration](#)

2015 Press Releases

07/01/2015	FOR IMMEDIATE RELEASE: The Ultimate California Road Trip – Top Ten Secret Destinations Unveiled Along the Iconic Highway 1 Discovery Route
05/18/2015	FOR IMMEDIATE RELEASE: Sunset SAVOR the Central Coast Presented by Volvo Announces New Strings at Sunset - Exclusive Opening Night Experience On September 24th, 2015
05/05/2015	FOR IMMEDIATE RELEASE: Sunset SAVOR the Central Coast Tickets Now On Sale Exclusive \$100 Weekend Pass Available Through May
02/25/2015	FOR IMMEDIATE RELEASE: Visit San Luis Obispo County Selects Fast Forward as Event Production Partner for Annual Sunset SAVOR the Central Coast
01/16/2015	FOR IMMEDIATE RELEASE: Sunset Savor the Central Coast Wins Nations Most Outstanding Food Event at 6th Annual Taste Awards

2015 Video Interviews

Coming Soon!

2015 Audio Interviews

LOGO LIBRARY

[Home](#) - [Media](#)



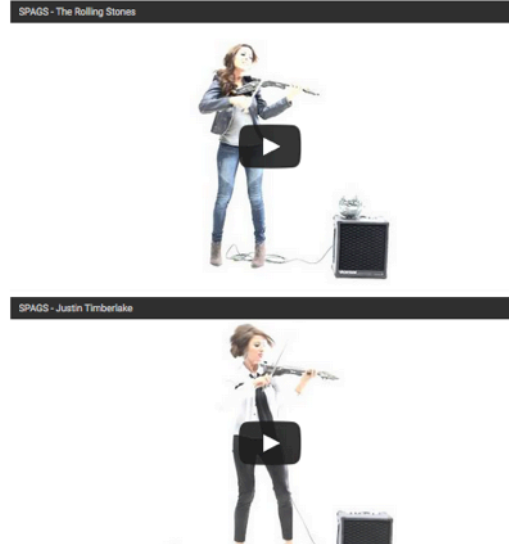
PHOTO LIBRARY

[Home](#) - [Media](#)



VIDEO LIBRARY

[Home](#) - [Media](#)



Volvo Presents the 6th Annual Sunset SAVOR the Central Coast, September 24 – 27, 2015

MARKETING TOOLKIT

THINGS TO KNOW IN 2015

This year, Sunset SAVOR the Central Coast offers a fresh lineup of new events, brings back classic favorites, welcomes an all-star selection of headlining chefs and culinary talent, and more! Please take a moment to become familiar with a few fast facts and new additions to this year's lineup.

- Brand New Opening Night Event, Strings at Sunset:** This year, we have introduced Strings at Sunset, a brand new opening night event that suspends reality and sends taste buds over the epicurean edge! Get the scoop below:
 - When:** September 24
 - Where:** Vina Robles Amphitheatre
 - What:** The Vina Robles Amphitheatre transforms as it never has before for a multi-sensory evening complete with unlimited food and wine tastings including Sunset Magazine's International Wine Competition Winners. Expect surprises at every turn with theatrical performances from award-winning artists String Theory and DJ Violist SPAGS.
 - Check it out:** Both SPAGS and String Theory are extremely unique performance artists, and to help describe the experience we often use video to "show" rather than "tell." (These videos are also included on the media page at the end of this toolkit)
 - String Theory: <http://bit.ly/1FoEaSm>
 - SPAGS Music: <http://bit.ly/1FPhn1t>
- 2015 Adventure Tour Schedule Announced:** Immersive experiences that highlight the distinct San Luis Obispo County regions through food, wine, and unique excursions, Sunset SAVOR Adventure Tours take place on Thursday, September 24 and Friday, September 25. In 2015 guests are able to meet majestic Clydesdale horses, sip on Ciders in Atascadero, take a kayaking adventure in Morro Bay, enjoy a vineyard lunch and killer Ranch, find the inner muse at Paso Robles Inn, explore behind-the-scenes at Hearst Castle, and so much more. For a full lineup of Adventure Tours, [click here](#).
- All Star Lineup of Culinary Headlines:** Participating chefs and culinary personalities in 2015 include, Former contestant of Bravo's "Top Chef Masters," **Mary Sue Milliken**; **Frank Pellegrino**, co-owner of **Rapa's** Restaurant Group in Las Vegas; Executive Chef of FIG Restaurants in Santa Monica, CA, Chef **Youssef Gharios**; Top Chef Winner, **Louis Molloy**; Executive Chef of Finch & Fork located in Santa Barbara, CA **James Sloc**; as well as popular food blogger, culinary instructor and author of *Eating Up the West Coast* (April 2015), **Brigit Blass**, and James Beard Award-winning author of *Kitchen Gypsy* (September 2013), international cooking teacher and chef, **Joanne Weil**.



All New Opening Night – Strings at Sunset



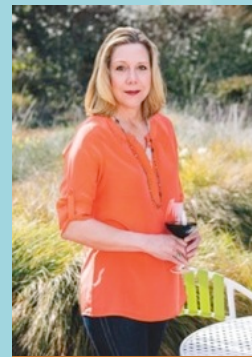
Brigit Binns



Louis Maldonado



Mary Sue Milliken



Sara Schneider



James Siao



Joanne Weir

Tasting Corners At Every Turn!

- Brick Oven Pizza
- Grill in VIP Area
- Joanne Weir Paella
- Torani Dessert Station
- Chef James Siao Station
- Border Grill Truck
- Brigit Binns Station

Ticket Sales Update

- Report and Tracking
- Out of Market Attendees
- New Opening Night
- Adventure Tours and Dinners

Promotions & Out of Market Reach

San Francisco:

- Chronicle Co-op, with advertorial & digital



Central Coast:

- 805 Living
- EdibleSLO
- Tribune
- The Cambrian
- The New Times
- AGM (Krush, KJUG, Q, KZOZ)

Central Valley:


- Bakersfield Californian
- Bakersfield Life Magazine
- Fresno Bee
- Central Valley Magazine
- Valley PBS
- Community Newspapers

Orange County:

- Riviera Magazine
- OC Register
- Orange Coast Magazine
- Newport Beach Magazine
- Laguna Beach Magazine
- Pandora Radio
- iHeart Radio

Community Managers

VOLVO
presents



ALL ROADS LEAD TO SAVOR
SEPT. 24 - 27, 2015 MAIN EVENT AT HISTORIC SANTA MARGARITA RANCH
UNLIMITED FOOD and Wine Tastings
COOKING DEMOS and Wine Seminars With Celebrity and MASTER CHEFS
NEW Opening Night: STRINGS AT SUNSET at Vina Robles Amphitheatre
ADVENTURE Tours, Beer and MUSIC GARDENS, and much more!

TICKETS AND SCHEDULE: SAVORCENTRALCOAST.COM

NATIONAL SPONSORS: SunSet, Volvo, Torani

CENTRAL COAST SPONSORS: SAN LUIS OBISPO COUNTY, CA GROWN, Paso Finero, GSO, PASO ROBLES, CA, PASO FINERO, VINA ROBLES, OBISPO, SUNSET, PASO FINERO, VINA ROBLES

Gail Cayetano comes to us from 10+ years in the marketing industry, working both in-house at brands such as Activision and Konami Digital Entertainment, and most recently from the agency side as a Partnership Marketing Consultant to clients such as Hasbro, Buttermilk Inc, Boston University and Sony Computer Entertainment, among others. Gail recently relocated from southern California to Paso Robles with her 15-month old son and husband, a craft beer brewer at Firestone Walker. She serves as Chairwoman of the Children's Miracle Network Extra Life fundraiser and on the Board of Directors for the Toast Our Vets Foundation.

Aaron Young grew up locally on the Central Coast of California in Morro Bay and has decades of traveling and experiencing all the Central Coast has to offer. Aaron's present day activities have him working with the Morro Bay Tourism Bureau, as their Sales Manager, striving to offer up a world class experience to visitors to the City of Morro Bay. Occasionally, he will take visiting tourists on wine tours around the Central Coast, offering up his inside knowledge and experience of the area. He is very pleased about his addition to Sunset SAVOR the Central Coast team and looks forward to meeting and reconnecting with many local establishments.



V O L V O *presents*

Sunset & Visit San Luis Obispo County's

SAVOR

THE CENTRAL COAST

Main Event at the historic **SANTA MARGARITA RANCH**