



# AGENDA

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Tuesday, July 18, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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

|               |            |
|---------------|------------|
| ANNOUNCEMENTS | C. Davison |
|---------------|------------|

|   |            |
|---|------------|
| CONSENT AGENDA – <i>motion required</i> | C. Davison |
|---|------------|

3. **Approval of June 14, 2017 Executive Committee Meeting Minutes** (*yellow*)  
*Staff will ask for Committee approval of the June 2017 Executive Committee Meeting Minutes.*

|            |            |
|------------|------------|
| CEO REPORT | C. Davison |
|------------|------------|

4. **CEO Report** (20 min)  
*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

|                |            |
|----------------|------------|
| BUSINESS ITEMS | C. Davison |
|----------------|------------|

5. **TMD Contract Deliverables** (20 min)  
*Staff will provide updates on some of the upcoming deliverables due to the County under the TMD Contract.*
6. **Executive Committee Power** (20 min) - *motion required*  
*The Committee will discuss additional approval power for the Executive Committee and make a recommendation to the Board.*
7. **Marketing Committee Applications** (15 min) - *motion required*  
*The Committee will review new applications received for the VSC Marketing Committee, recommendations made by the Marketing Committee and make a recommendation to the Board.*
8. **Marketing Update** (15 min)  
*Staff will provide an update on the final results of the shoulder season campaign and review key marketing initiatives.*

**ADJOURN.**

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 Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

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.



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee

#### Meeting Minutes

Wednesday, June 14, 2017

2:00pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Jay Jamison

**PRESENT:** John Arnold, Jay Jamison, JP Patel

**ABSENT:** Noreen Martin, Clint Pearce

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

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**Call to Order at 2:06pm.**

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

None.

#### **ANNOUNCEMENTS**

Davison reminded the Committee to cc "Records@SLOCAL.com" on any emails pertaining to other Board, Committee and VSC team matters of official Visit SLO CAL business.

#### **CONSENT AGENDA**

**3. Approval of May 15, 2017 Executive Committee Meeting Minutes  
Approval of May Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Patel/Arnold to approve the Consent Agenda as presented.

**Motion carried: 3:0**

#### **CEO REPORT**

**4. CEO Report**

Davison provided a recap of the Visit California CEO Mission to Mexico and Canada and Visit California's California DMO Leadership Summit. He noted that the discussions at the summit ranged from government affairs to business issues.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **5. Advisory Committee Meeting Recap**

Davison thanked the Executive Committee members who attended the Advisory Committee meeting on June 1, 2017, and reported out on the feedback received during the meeting. Paso Robles Mayor Tom Frutchey had commented on the lack of awareness among local residents of the positive impact of tourism, and Pismo Beach Mayor Ed Waage noted the current lack of ground transportation options. Davison also requested further feedback from the Executive Committee on the meeting.

Public Comment – None.

Committee Discussion.

### **6. Local Advertising**

Based on the feedback from the Advisory Committee about the lack of local awareness, Davison asked the Committee if Visit SLO CAL should promote the organization's work in an informative fashion to a local audience, or whether any funds should be spent locally. He noted that funds could come from the membership (non-TMD) account, and that this could take the form of a new local-focused landing page and a closer involvement with the local radio and news outlets.

Public Comment – None.

Committee Discussion. The Committee expressed a lack of interest in spending any VSC funds on local promotion.

### **7. Booking Engine Update**

Davison provided a breakdown of bookings received through the SLOCAL.com Booking.com booking engine widget by room count, community and by month, noting that 50 percent of bookings went to properties with 50 rooms or less. This includes international reservations from Iceland, the United Kingdom, France, Germany, Canada, Finland and other countries. He also noted that these results fulfill the vision that the Board had set out when they decided to utilize Booking.com's services.

Public Comment – None.

Committee Discussion.

### **8. Executive Committee Seats**

Davison asked the Executive Committee for their recommendations on FY2017-18 Executive Committee seats. Davison noted that Pearce had expressed interest in the Chair seat, as Jay Jamison would fill the Past President seat.

Public Comment – None.

Committee Discussion.

### **9. FY2017-18 Marketing Plan**

Davison reviewed the highlights of the FY2017-18 Marketing Plan, including target markets and demographics, media flight schedule and strategy.

Public Comment – None.

Committee Discussion. The Committee requested feedback on what VSC is spending to encourage repeat visitors. Davison noted that VSC for the most part doesn't have access to end user information if they don't sign up for VSC emails, but is currently using digital retargeting campaigns. He noted he would add this as an agenda item to the next Marketing Committee meeting so that DMOs could discuss their strategies on attracting repeat customers.

**ACTION:** Moved by Patel/Arnold to approve the FY2017-18 Marketing Plan as presented.

**Motion carried: 3:0**

## **10. Marketing Update**

VSC added three new 15 second persona-based in May. VSC also produced a new Film SLO CAL brochure that was distributed at the FLICS Film in California Event. VSC has received word of a major independent film shooting in SLO CAL during the months of July and August. Davison recapped IPW (June 6-8, 2017), provided an update on Public Relations outreach, and shared VSC's website metrics. He also noted that VSC is currently accepting applications to its Marketing Committee, with up to 5 seats open.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

Meeting adjourned at 3:55pm.



AUDREY ARELLANO / AUDREY@CAMBRIAINNS.COM

Adelaide Inn / Cambria Inns Collection

June 30, 2017

Brendan Pringle

Visit SLO CAL

Brendan@slocal.com

Dear Brendan and Visit SLO CAL Marketing Committee:

Please accept my submission and application to be selected as a member of the SLO CAL Marketing Committee. I feel that with my passion and enthusiasm for the central coast coupled with my 20+ years of marketing experience, I will be an asset to the group.

I have lived in Paso Robles for the last 10 years have been involved in marketing and tourism here on the Central Coast for the last 7 years through my employment as Director of Sales and Marketing with the Holiday Inn Express & Suites, Paso Robles, and now currently as Brand Manager with the Adelaide Inn in Paso Robles, and Castle Inn, Moonstone Cottages, Sand Pebbles Inn, and Blue Dolphin Inn in Cambria.

Through my hospitality career I am involved in various community organizations including the Wineries of Paso Robles Highway 46 East, Paso Robles Chamber of Commerce, Visit SLO CAL, Cambria Tourism Board/Visit Cambria, PRWCA, and TPRA. As President of the Wineries of the 46 East for the last 5 years, my main responsibility is branding and bringing public awareness and traffic to our 20 Winery and 8 Hospitality members through our marketing and annual events which further enhances my experience and knowledge of marketing and branding in the Central Coast.

Throughout my employment and involvement in both the hospitality and wine industry, I have established and maintained many connections and relationships here which, with my marketing experience, would make a great contribution to the committee.

Please see my resume attached reflecting my professional history and thank you for your consideration.

Sincerely,  
Audrey Arellano



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Audrey Arellano

COMPANY: Adelaide Inn & Cambria Inns Collection

ADDRESS: 1215 Ysabel Avenue, Paso Robles, CA 93446

PHONE: 805-369-2058 EMAIL: Audrey@Cambriainns.com

TOTAL YEARS IN TOURISM INDUSTRY: 7

#### TOURISM-RELATED MARKETING EXPERIENCE:

I am actively involved in marketing/branding in both the hospitality and winery industries on the Central Coast and have been for about 7 years. I am currently the Brand Manager for 5 hotel properties (1 in Paso and 4 in Cambria) and am also President of the Wineries of 46 East organization which is a marketing non-profit consisting of 20 Paso Robles' wineries and 8 hospitality members. I have been associated with Visit SLO CAL, TPRA, and PRWCA for 6+ years, as well an Ambassador for the Paso Robles Chamber of Commerce. I also currently sit on the Cambria Tourism Board (CTB) Marketing Committee.

### Employment History

CURRENT EMPLOYER: Black's Companies (Adelaide Inn & Cambria Inns Collection) YRS OF SERVICE: 1

TITLE: Brand Manager

PAST EMPLOYER: Holiday Inn Express & Suites, Paso Robles YRS OF SERVICE: 6

TITLE: Director of Sales & Marketing

### Community/Board Involvement

ORGANIZATION: Paso Robles Wineries of Highway 46 East TITLE: President

DATES OF INVOLVEMENT: 2011-present

ORGANIZATION: Cambria Tourism Board TITLE: Marketing Committee

DATES OF INVOLVEMENT: Jan. 2017-present

ORGANIZATION: Paso Robles Chamber of Commerce TITLE: Ambassador

DATES OF INVOLVEMENT: 2011 to Present

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.

## **Audrey Rachelle Arellano**

816 Sycamore Canyon Road, Paso Robles, CA 93446/Cell-805.975.3632/Email-Audrey@Cambriainns.com

### **Professional Profile:**

I am a loyal and dedicated person and I stand behind my morals and ethics. I give 110% to my commitments and take pride in my accomplishments which drives me to be organized and have high attention to detail. I am a people person and I believe that any organization I am involved in must have relationship and communication at its core. I am a self-starter yet excel when I am a part of a team reaching to achieve a common goal.

### **Professional Employment History:**

#### **2017 to Present – Brand Manager**

**Adelaide Inn, Castle Inn by the Sea, Sand Pebbles Inn, Blue Dolphin Inn Paso Robles & Cambria, CA**

Accountable for branding and messaging of all properties; individually and collectively, handle creation and implementation of packages and promotions, marketing materials, website content, social media content, eFlyers, eBlasts, and digital and print ads. Serve as the face of the company within the Central Coast through PR efforts.

#### **2011 to 2017 - Director of Sales and Marketing**

**Holiday Inn Express & Suites Riverside Ave, Paso Robles, CA**

Handled sales and marketing aspects of the Hotel. Including hotel promotions, packages, and specials, designed, created and implemented hotel promotional materials, wrote and published press releases and website content, established new key account business and maintained existing account relationships. Involved in business planning and development. Accountable for yearly budget planning and revenue strategies. Served as the face of the property within the Central Coast community through PR efforts.

#### **2007 to 2010 - Executive Director**

**The Innacee Foundation Airport Road, Paso Robles, CA 93446**

Innacee is a non-profit organization in alternative education. I started in its infancy and handled all sales, marketing, promotions and events. I played a key role in business planning and development.

#### **2000-2007 - V.P. Sales & Marketing**

**Aqua Resource Group Tesla Rd. Irvine, CA**

Aqua is a Marketing and Software Development company designed for business owners in the Mortgage/Real Estate Industry. Played key role in getting the company off of the ground. Created, implemented and ran the company employee sales training courses including writing and creating all materials. Involved in all business planning and development, revenue strategies, and website and promotional content and materials.

#### **1996-2000 - Assistant Director of Sales & Marketing**

**National Rent-A-Fence Sepulveda Blvd, North Hills, CA**

Handled sales and marketing budgets and strategies on the national, corporate level. Traveled nationwide monthly to exhibit in tradeshows, expos, and conventions to promote and sell products and services.

All previous employment includes Sales, Marketing, and Team Management

### **Community Involvement and Organizations:**

**Present:** President of the Wineries of Highway 46 East, Ambassador for the Paso Robles Chamber of Commerce, Marketing Committee for Cambria Tourism Board/Visit Cambria (CTB), Member of the Paso Robles Wine County Alliance (PRWCA), Member of the Travel Paso Robles Alliance (TPRA), Member of Visit SLO CAL.





Visit SLO CAL

June 22, 2017

Hello Chuck and Brooke,

I am excited about the prospect of serving on the Visit SLO CAL Marketing Committee. As you know, I work closely with SLO TBID on all marketing strategies and also plan and place all of their paid media. I know how important the collaboration between Visit SLO CAL and all of the TBIDs/DMO's in SLO County is and I would love to be able to be a part of the strategic partnership.

I have worked in marketing and media planning for over 20 years and I firmly believe in the strength of integrated marketing. I have worked in tourism marketing consistently for the past 10 years and it has become my passion. I am a huge proponent of staying on top of current marketing and media trends, consumer behaviors and overall tourism nuance. I believe I can provide valuable input if chosen to be on the Visit SLO CAL marketing committee and am excited about the possibilities.

Please see a brief resume and application for further information on my background, past and current endeavors as related to marketing and media planning.

Please feel free to contact me if you need additional information.

Thanks for your consideration,

A handwritten signature in black ink that reads 'Shari Clark'. The signature is fluid and cursive, with the first name 'Shari' being more prominent than the last name 'Clark'.

Shari Clark

BCA

[sclark@barnettcox.com](mailto:sclark@barnettcox.com)

(805) 788-4437 direct

(805) 748-5125 cell

**Shari L. Clark**

[sclark@barnettcox.com](mailto:sclark@barnettcox.com)

(805) 788-4437

(805) 748-5125

**EDUCATION:**

English

Humboldt State University 1980

**EXPERIENCE:**

Years of marketing experience: 20 years

Years of tourism marketing experience: 10 years

**Barnett Cox & Associates, 2003-Present**

Account Executive

**Malcolm DeMille Inc., 2000-2003**

Sales and Marketing Manager

**Tortilla Flats Inc., 1986-2000**

Advertising and Promotions Director/Business Manager

**BIO**

I have lived in SLO County for 30 years and am enthralled with the lifestyle and landscape. I have been involved in marketing and media planning for over 20 years and tourism marketing, in particular, is a true passion of mine.

Shari spent three years working on a successful international marketing plan for a golf-related business in Santa Maria, California. Shari currently heads up media planning and buying for Barnett, Cox & Associates.

My emphasis on research and analysis, plus a strong belief in integrated marketing has brought many clients strong success. My media planning knowledge and negotiating skills have also helped clients save considerable amounts of money on their media buys. I am proud of the 20 years of local, national and international advertising experience that I currently bring to my clientele.

**Related Project Experience**

**Malcolm DeMille Inc., 2000-2003**

Managed multifaceted media plans and annual marketing proposals on an international scale.

**City of San Luis Obispo – Promotional Coordinating Committee, 2003-2008**

Comprehensive media planning and buying for the City of San Luis Obispo.



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Shari Clark  
COMPANY: BCA  
ADDRESS: 711 Tank Farm Road Suite 210  
PHONE: (805) 788-4437 EMAIL: sclark@barnettcox.com  
TOTAL YEARS IN TOURISM INDUSTRY: 10 years

#### TOURISM-RELATED MARKETING EXPERIENCE:

I have worked with several SLO County TBID's (City of Arroyo Grande, City of Morro Bay and City of San Luis Obispo) in the past ten years. I have serviced the accounts in a comprehensive manner fulfilling a myriad of needs. My current position as Account Executive for the City of SLO TBID entails handling marketing strategies, media planning, creative projects, budget management and comprehensive campaign components.

#### Employment History

CURRENT EMPLOYER: BCA YRS OF SERVICE: 14+  
TITLE: Account Executive  
PAST EMPLOYER: Malcolm DeMille, Inc YRS OF SERVICE: 3  
TITLE: Marketing & Sales Manager

#### Community/Board Involvement

ORGANIZATION: SLO Chamber TITLE: Ambassador  
DATES OF INVOLVEMENT: 2012  
ORGANIZATION: Downtown SLO Activities TITLE: Committee Member  
DATES OF INVOLVEMENT: 1997-1999  
ORGANIZATION: Girl Scouts of America TITLE: Leader  
DATES OF INVOLVEMENT: 1999 - 2006

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June 23, 2017

Brendan Pringle  
895 Monterey Street  
San Luis Obispo, California 93401

To Whom It May Concern:

Thank you for considering my application for the open Marketing Committee Member position with Visit SLO CAL.

The Central Coast is in my blood. I was born in Orcutt where I grew up between there and our lake house in Lake Nacimiento. I learned to drive, while taking my family to and from the wineries in the area, and learned to flirt with boys, sneaking off with my girlfriends to the Thursday night farmers market in SLO.

After an incredibly enriching experience in San Diego, climbing up the hospitality ladder, and gaining a wide variety of experience, Pacifica brought me onto their team to relocate up to the Central Coast in a new position, out of the corporate office, as the new Regional Director of Sales. In this role, I support the central coast hotels with sales related activities as well as act as the face of Pacifica Hotels immersing myself in the Pismo, SLO and Cambria communities; forging relationships with wineries and event venues, as well as new wholesalers. I am also instrumental in the opening of the Inn at the Pier later this year and any new builds, acquisitions or brand changes that take place on the Central Coast.

Being the only one from corporate, in-market, it is my responsibility to drive new initiatives and be the eyes and ears of SLO County. Currently, Pacifica has 11 properties in this county, with aggressive goals of growth and further integration into this County over the next 1-3 years. In the past two months I have been in this role, I have actively participated in our Cambria Collection campaign, along with designing our Pismo Portfolio piece that will roll out this summer. I help develop creative briefs that align with our brand strategy and managing the creative process in packaging our sales tools for weddings, events and sales. I work closely with media guests, VIPing their experiences in the area, and soliciting new PR opportunities, every chance I can. I am instrumental in our website visibility and content.

I started my role with Pacifica April 17<sup>th</sup>, 2017 and looking to make an impact in the community immediately.

The Central Coast is in my blood and I could not feel more fortunate to be back 'home' and able to make a real shift and change in the hospitality and tourism industry. I am a high energy, self-motivated professional who is passionate about driving new business into this area, and taking Central Coast hospitality to the next level.

Thank you for this incredible opportunity to be considered.

Best, Melissa

Melissa Colón  
Regional Director of Sales Pacifica Hotels



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Melissa Colon

COMPANY: Pacifica Hotels

ADDRESS: 2705 Spyglass Drive Pismo Beach, CA 93449

PHONE: 619-840-9249 EMAIL: mcolon@pacificahotels.com

TOTAL YEARS IN TOURISM INDUSTRY: 13 years

#### TOURISM-RELATED MARKETING EXPERIENCE:

I designed and implemented all email blasts, proposals and marketing efforts affiliated with group sales for Evans Hotels. Currently, working closely with my Pacifica Marketing team to leverage our marketing efforts more strategically here on the Central Coast via social media, visual pieces, email blasts, and brand awareness.

#### Employment History

CURRENT EMPLOYER: Pacifica Hotels YRS OF SERVICE: <1

TITLE: Regional Director of Sales

PAST EMPLOYER: Evans Hotels YRS OF SERVICE: 7

TITLE: Director of Sales

#### Community/Board Involvement

ORGANIZATION: Cambria Chamber TITLE: Member

DATES OF INVOLVEMENT: 2017

ORGANIZATION: SLO WINE TITLE: Member

DATES OF INVOLVEMENT: 2017

ORGANIZATION: Visit SLO CAL TITLE: Member

DATES OF INVOLVEMENT: Looking for additional involvement!

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# Melissa Colón

## CONTACT



619 840.9249



mellisa.j.mcdermott@gmail.com



Arroyo Grande, California



linkedin.com/in/  
mellissajeandermott

## EDUCATION

Bachelors of Science: Hospitality and  
Tourism Management  
San Diego State University  
2002-2006

SOMMELIER Certification  
Level 2

SCHWINN FITNESS Certified

## Skills

- Public Relations
- New business development
- Prospecting
- Retaining first time clients for repeat business
- Uncovering new accounts via referrals
- Strong contract negotiator
- Rate driver
- Strong leadership skills
- Forecasting skills

## Awards

Evans Hotels Million dollar club  
leader: 2013 – 2016

San Diego Certified: SDTA 2015

## Work

### PROFESSIONAL EXPERIENCE

#### REGIONAL DIRECTOR OF SALES

*Pacifica Hotels/ Central Coast / 2017 – Present*

This role supports all 11 central coast hotels with sales related activities as well as acts as the face of Pacifica Hotels immersing in the Pismo, SLO and Cambria communities; forging relationships with wineries and event venues, as well as new wholesalers. Instrumental in the opening of the Inn at the Pier slated to open October 2017 along with any new builds, acquisitions or brand changes that take place on the Central Coast.

#### DIRECTOR OF SALES

*Evans Hotels / San Diego / 2010 – Present*

Leading total sales force at the Bahia Resort Hotel, focusing on 26,000 group rooms, annually, and a senior team of 8 direct reports. Accelerated booking pace in 1st half of 2016 by 58% over 2015 and increased ADR by \$8 verses same time last year. Increased group rooms revenue by over \$1.5 million dollars over prior year by developing new sales strategies geared towards proper placement of key accounts finding new corporate clients via heavy solicitation efforts and asking for referral business. Savvy in creating budgets, forecast, contracts and high performance training platforms.

Prior to 2015, achieved annual room revenue sales in excess of \$2M for the Catamaran Resort Hotel and Spa, exceeding annual goal year over year and focusing sales efforts in the local San Diego Market. Top revenue seller in company from 2012-2014 and top Mission Bay seller in 2015. Also successfully booked corporate business in the Mid West, Southeast and Pacific Northwest markets focusing on technology, software and national association business.

#### AREA SALES MANAGER

*Starwood Hotels and Resorts / San Diego / 2006 – 2010*

High performing closing sales manager working group sales for the following Starwood Hotels: US GRANT, W San Diego, Westin Gaslamp, Sheraton San Diego Hotel and Marina. Cluster Sales Manager Starwood San Diego: US GRANT, W San Diego, Westin Gaslamp: Sales Manager Sheraton San Diego Hotel and Marina. Achieved over 100% to goal annually.



## **Stacie Jacob, Chief Strategist**

Solterra Strategies Founder and Chief Strategist Stacie Jacob lives for “aha” moments—the milestones that prove unwavering tenacity and hard work can lead to tangible success. A believer in honesty, creativity, and building strong relationships, Jacob combines real-world knowledge, resolute leadership, and execution needed to transform client dreams into concrete success stories.

From her early days growing up in a small, Nebraska farming community to her celebrated work elevating Paso Robles’ and Washington State’s world class wine industries, Jacob strives to exceed expectations. In 2011 the brand strategist, communications expert and marketing professional launched Solterra Strategies Inc. Solterra, a lifestyle marketing firm based in Paso Robles, works with clients representing a unique sense of place: food, wine, agriculture and tourism to promote their bounty and brilliance.

Jacob launched her career in Kansas City at a global public relations agency, Fleishman-Hillard, where she was instrumental in exponentially expanding client reach and retention during her four-year stint. Moving to Seattle placed her as the first-ever public relations director for the Washington Wine Commission, a statewide organization where she touted the accolades of Washington wine for four years during a time of critical growth for the wine community. During her time in Washington State, Jacob made a lasting impression that is still felt throughout the communities of Yakima, Tri-Cities and Walla Walla today. Hard-earned time serving as an enthusiastic industry spokesperson led Jacob to build lifelong, fruitful relationships with important writers from the food and wine world.

Jacob has harbored a lifelong passion for agriculture and an innate understanding of regional branding. The University of Nebraska Lincoln Agricultural Journalism graduate will tell you: “It is not simply the brand that makes the product, but also the people and place at its heart.”

During her successful seven-year tenure as Executive Director of the Paso Robles Wine Country Alliance, Jacob aided in bolstering the region’s incredible rise to regional, national, and global brand recognition, grew the organization’s budget by 80 percent, and created powerful, lasting demand for Paso Robles wines.

Always pushing further, Jacob continued to position San Luis Obispo County as an unmatched wine, cuisine, and leisure destination in her role as Chief Executive Officer of Visit San Luis Obispo County, the county’s destination marketing organization (DMO). Jacob’s intuitive marketing skills were on display in this role, which included the creation and promotion of the nationally acclaimed four-day food and wine event, *Sunset SAVOR the Central Coast*. Consensus building and strategic planning put Jacob at the helm of the DMO creating its first countywide Tourism Marketing District (TMD), a public-private partnership representing the lodging community. The TMD expanded the organization’s budget by 240% creating a sustainable five-year budget for the destination.

Jacob resides in Paso Robles, where she finds rich parallels to her hard-working Midwest upbringing. Although Jacob has received numerous awards throughout her career, she is always looking ahead to the next goal. “I am a driver; always looking for ways to do better and strive for the next goal,” Jacob said. “I believe life is about ongoing learning, and I am energized by listening to my clients’ challenges. Together, we’ll determine how to create positive results.”

*Jacob has received several accolades for her work, including: 2008 the San Luis Obispo Tribune Top 20 Under 40, 2011 San Luis Obispo Wine Industry Person of the Year and 2013 Pacific Coast Business Times Top 40 under 40. Jacob is also a member of the Board of Directors for the San Luis Obispo County Economic Vitality Corporation and a former Board Member of The Rhone Rangers.*





# Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Stacie Jacob  
COMPANY: Solterra Strategies / Paso Robles Destination  
ADDRESS: 1405 Spring Street; Suite 203; Paso Robles, CA 93446  
PHONE: 805-286-6874 EMAIL: sjacob@solterrastrategies.com  
TOTAL YEARS IN TOURISM INDUSTRY: 20+ - Wine and Tourism

TOURISM-RELATED MARKETING EXPERIENCE:  
Executive Director Paso Robles Wine Country Alliance - 2004 - 2011; Executive Director or Visit San Luis Obispo County - 2011 - 2015; Solterra Strategies several wine and hospitality clients.

## Employment History

CURRENT EMPLOYER: Solterra Strategies YRS OF SERVICE: 6  
TITLE: Chief Strategist  
PAST EMPLOYER: Paso Robles Wine Country Alliance YRS OF SERVICE: 7  
TITLE: Executive Director

## Community/Board Involvement

ORGANIZATION: Economic Vitality Corporation TITLE: Board Member  
DATES OF INVOLVEMENT: 2015 - 2017  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.



Dawn Rodden  
1790 10th Street  
Los Osos, CA 93402

6/16/17

Dear Brendan,

I am interested in applying for the Visit SLO CAL Marketing Committee. At the present time I hold the part time position of Executive Director of the Los Osos/Baywood Park Chamber of Commerce and also the owner/design of my own graphic design studio. As a designer a have worked in the tourism industry for hotel and transportation clients plus offering marketing support for non profit organizations. I served on the LO/BP Board for over 15 years as Marketing Committee chair before stepping down to be Executive Director and continuing the marketing services in that position. I also serve on the South Bay Women's Network board as Marketing Director.

I would like an opportunity to represent Los Osos/Baywood Park with Visit SLO CAL while using my marketing experience and learning from other marketing experts.

Attached is my resume and I would welcome to be considered for the committee.

Thank you for your time.

Sincerely,

  
Dawn Rodden



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Dawn Rodden  
COMPANY: Los Osos/Baywood Park Chamber & Creative Design Graphics  
ADDRESS: 1790 10th Street, Los Osos, CA  
PHONE: 805-748-5644 EMAIL: lobpccmarketing@gmail.com  
TOTAL YEARS IN TOURISM INDUSTRY: variety of roles for around 30 years

TOURISM-RELATED MARKETING EXPERIENCE:  
**Marketing for the Los Osos/Baywood Park Chamber of Commerce. Design clients for hotels and Disneyland in Orange County.**

#### Employment History

CURRENT EMPLOYER: LO/BP Chamber & self YRS OF SERVICE: 3 yrs/28 yrs  
TITLE: Executive Director & Designer/owner  
PAST EMPLOYER: \_\_\_\_\_ YRS OF SERVICE: \_\_\_\_\_  
TITLE: \_\_\_\_\_

#### Community/Board Involvement

ORGANIZATION: LO/BP Chamber of Commerce TITLE: Director/Marketing  
DATES OF INVOLVEMENT: 1994 to 2014  
ORGANIZATION: South Bay Women's Network TITLE: Marketing Director  
DATES OF INVOLVEMENT: \_\_\_\_\_  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** - no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.

## Dawn Rodden

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1790 10th Street, Los Osos, CA 93402 • 805.528.8263 • FAX 805.528.8119 • [www.creativedesigngraphics.com](http://www.creativedesigngraphics.com)

### QUALIFICATIONS PROFILE

Detailed and service oriented professional with extensive experience in small business/organization promotion and marketing. Exceptional multi tasking skills; able to manage deadline sensitive projects while maintaining communication between either clients or members of non-profit organizations. Experience in non-profits as both a board member, event coordinator and office manager.

### Technical Proficiency

Platform: Mac OS X

**Applications:** Adobe InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS, Adobe Acrobat Professional, Microsoft Office. **WordPress websites** copy placement and admin skills. Facebook, Mailchimp, Constant Contact.

### PROFESSIONAL EXPERIENCE

#### Los Osos /Baywood Park Chamber of Commerce

Los Osos, CA

EXECUTIVE DIRECTOR

2014 -2017

Part time position overseeing the Chamber Office and Visitors Center. Responsible for promotion and marketing of the Chamber through press releases and social media. Liason between the Chamber office and event committee chairs. Manage a staff of volunteers and provide administrative support to the Chamber Board of Directors. Maintain Chamber website.

#### Creative Design Graphics

Los Osos, CA

DESIGNER/OWNER

1988 - 2017

As a self employed designer I have been providing graphic design services to a variety of clients for over 30 years. I offer experience in all phases of design including logos, business promotion, editorial design and packaging. Attention to detail, quality production techniques and professional services are all part of Creative Design Graphics.

### ORGANIZATIONS

Member of the Los Osos/Baywood Park Chamber of Commerce since 1994. Been a Board Director from 1995 to 2014 and the newsletter editor for 19 years. Served as Marketing Director to promote Chamber events and tourism through website, social media/email marketing and print. Served as chairperson on a variety of events including Business Showcase/Expo.

Member of South Bay Women's Network since 2002 and served on the Board of Directors 2003 to 2015 as Newsletter Editor and Marketing Director. Duties as marketing director include, writing press releases, news articles, webmaster, organizing and promotion of events and social media/email marketing. Served as SBWN President 2009-2011

# **BREAKAWAY** TOURS

*and Event Planning* —————

POB 535 Pismo Beach, CA 93448  
www.breakaway-tours.com  
805.783.2929  
800.799.7657

July 7, 2017

SLO CAL  
Marketing Committee  
Attn: Jordan Carson

Dear Marketing Committee,

I am very interested in joining your committee to work toward marketing our fabulous destination here in San Luis Obispo County. I am the owner/operator of Breakaway Tours & Event Planning; we opened 22 years ago on July 4<sup>th</sup>! We began working in the Wine Tourism Industry before it even had a name. We are unique in the sense that we are a connector between the lodging and wine industry, even restaurants to our visitors.

Breakaway Tours belongs to three Vintner Associations, Paso Robles, SLO & Santa Barbara County as well as multiple Chambers of Commerce. We rode the wave in of the wine industry here and understand its roots and are highly invested in its future. We feel that the deeper dive that visitors make while here, only highlight how much more there is to do/see, ensuring their future return visit. We understand what our guests are looking for and often act as a concierge to them and the opportunities that exist.

Breakaway Tours serve the leisure visitor but our wheelhouse has always been the Corporate/Incentive market. With outreach and inbound marketing tactics we have seen their steady return since 2008. I have attended trade shows over the years in conjunction with VCB's and partner individually with hoteliers at other shows. The next being ALL THINGS MEETINGS 16th ANNUAL SILICON VALLEY RECEPTION & TRADE SHOW in San Jose later this month alongside The Allegretto Vineyard Resort followed by sales calls the next day. We also participate in Press/FAM tours for not only DMO's but within the wine industry as well.

Having served on the board previously, I was sad to be booted (for the lack of a better word) once the TBID came into effect. I feel a multi layered perspective would be richer and bring added value to the collective cause.

Thank you for your time and consideration. I look forward to hearing from you and hopefully joining your dynamic committee!

Sincerely,

Jill Tweedie  
CEO  
Breakaway Tours & Event Planning, Inc.

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*Uncorking California's Central Coast Wine Regions Since 1995*



## VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Jill Tweedie  
COMPANY: Breakaway Tours & Event Planning, Inc.  
ADDRESS: PO Box 535, Pismo Beach, CA 93448  
PHONE: 805 783 2929 EMAIL: jill@breakaway-tours.com  
TOTAL YEARS IN TOURISM INDUSTRY: 22  
TOURISM-RELATED MARKETING EXPERIENCE:  
See cover letter

### Employment History

CURRENT EMPLOYER: Breakaway Tours (self) YRS OF SERVICE: 22  
TITLE: owner/operator - CEO  
PAST EMPLOYER: Ciancy's Ltd. (self) YRS OF SERVICE: 17  
TITLE: part owner/managing partner high end dress shop first in AG than on Higuera St

### Community/Board Involvement

ORGANIZATION: SLOVCB TITLE: board member  
DATES OF INVOLVEMENT: 2012 - 2015  
ORGANIZATION: SLO Chamber TITLE: Ambassador  
DATES OF INVOLVEMENT: Jan 2017 - current  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

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