



Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, September 16, 2015

8:30am

The Cliffs Resort

2757 Shell Beach Rd, Pismo Beach, CA 93449

1. **CALL TO ORDER:** Kevin Phipps

PRESENT: John Arnold, Mark Eads, Rachel Patranella, Sam Miller, Val Seymour, Clint Pearce, Jay Jamison, Kevin Phipps, Noreen Martin, Jim Hamilton, James Davison, Kathy Bonelli, JP Patel

STAFF PRESENT: Chuck Davison, Brendan Pringle, Kylee Jepsen

Call to Order at 8:30am.

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

ANNOUNCEMENTS

3. **SAVOR the Central Coast Tickets & Opening Ceremony**

C. Davison reminded the Board to reserve their complimentary tickets to Sunset SAVOR the Central Coast's Opening Night or Main Event. Also, the Board is invited to take advantage of 20% off these tickets for family and friends.

Board Discussion – None.

Public Comment – None.

CONSENT AGENDA

4. **Approval of August 19, 2015 Board Meeting Minutes**

5. **Approval of August VSLOC Financials**

6. **Approval of August SAVOR Financials**

Board Discussion—None.

Public Comment – None.

C. Davison asked the Board to approve the Consent Agenda.

ACTION: Moved by Pearce/Seymour to approve the Consent Agenda as presented.

Motion carried: 13:0

C. Davison noted that Item 12 was reversed on the agenda to accommodate Catalyst Marketing's schedule.

12. Media Plan—Catalyst

Catalyst CEO Mark Astone introduced Media Director Vikki Pass, who presented the Visit San Luis Obispo County Media Plan. Pass noted that the objectives of the plan were to: 1) build awareness, 2) drive demand, and 3) increase traffic. Catalyst is using Scarborough to define the target audience for the campaign.

The cost of the media plan is \$804,000. Davison requested a motion to approve the plan.

Board Discussion.

Public Comment—None.

ACTION: Moved by Martin/J. Davison to approve the Visit San Luis Obispo County 2015/2016 Media Plan.

Motion carried: 13:0

BUSINESS ITEMS

7. FY2015-16 Annual Budget Reforecast

C. Davison explained that the budget being presented is a re-forecast based on 10 months of revenue (July 2015-April 2015). Due to the 2.5 month lapse in receiving funds, there is a current \$101,700 shortfall, which is why a line of credit was necessary.

C. Davison noted that this is a reforecast of what the Board was presented during the May 2015 meeting, and that noted that VSLOC should be able to pay back its deficit by the end of Year One.

Board Discussion.

C. Davison noted that we want to be prepared in case of crisis, and that if El Niño hits, VSLOC will make up the funds through an increase in budget (or savings) or by extending its line of credit.

Public Comment—None.

Phipps requested a motion to approve the 2015/2016 Re-forecasted Budget as presented.

Moved by Pearce/Eads to approve the 2015/2016 Re-forecasted Budget as presented.

Motion carried: 13:0

8. Rabobank Account Update

The Rabobank account closure was delayed while checks continued to clear. The account is clear now, and will be closed likely this week, but by September 30, 2015 at the latest.

Board Discussion—None.

Public Comment – None.

9. STR Report

VSLOC is now subscribing to STR reports for 11 segments of the county.

These STR reports will simply serve as a baseline. Later this year, as VSLOC assembles its Advisory Committee, it will be proposing an alternative produced by the individual communities. C. Davison noted that Cambria is included under “North Coast” instead of its own community since no one company can represent more than 60% those reporting, and Pacifica Hotels represents 62% of those reporting in Cambria.

Board Discussion.

Public Comment – None.

10. Sponsorship—Events

C. Davison played a short video about Cow Parade SLO that was introduced at Good Morning SLO. Cow Parade SLO is the first of its kind in California, and has previously been in places like New York, Chicago, and North Carolina. The cows are spread throughout the county and are auctioned to raise funds for charities. Parker Sanpei initially asked for \$200,000, which is not in our budget. They later sent a revised proposal for \$20,000. The cows cost \$7,000 (including artistic work). However, the \$20,000 sponsorship would not be used to buy cows, but rather to be placed on their website as a reference for tourism. It would give VSLOC an opportunity to help the consumer. The program lasts January 2015 to August 2015.

Board Discussion.

Travel Paso wanted to host a stage of the Amgen Tour of California race, but the City of Paso Robles rejected the proposal. Morro Bay is now in negotiations to secure a start in Morro Bay. VSLOC has been working on a four-year contract with Amgen to keep the Tour of California in San Luis Obispo County.

Public Comment – None.

11. Simpleview SEO Analysis Review

The Board agreed to postpone Item 11 until the October 20, 2015 Board Meeting in the interest of time.

13. SAVOR the Central Coast Update

Out of market ticket sales continue to outpace last year. As in previous years, local ticket sales will probably be increasing in the week before the event. SAVOR is estimating an \$85k to \$100k loss, as discussed last month. VSLOC assumes 70% of that loss. This variance is attributed to the decrease in overall sponsorship income. Several prospective 2016 sponsors will be scouting the event this year. Fast Forward Events will be providing an Economic Impact Study to the Board in November. VSLOC is going to recommend that SAVOR ends if Fast Forward does not continue with year two of their contract, however everything suggests they will continue with the relationship.

Board Discussion—None.

Public Comment – None.

14. CEO Report

VSLOC’s contract with the County of San Luis Obispo was approved by the Board of Supervisors on September 15th. Other completed items include the VSLOC Travel & Expense Policy, VSLOC Brand Standards Manual, and the county’s Crisis Communication Plan (first draft).

VSLOC's new Director of Travel Trade starts Monday, September 21, 2015.

VSLOC decided to introduce a new award at SAVOR's Opening Ceremony this year: the Tourism Hero Award. This will be an opportunity to honor the firefighters who fought the Cuesta Fire.

We are in the process of implementing a Countywide Digital Asset Management system.

Morro Bay City Council is having a study session to evaluate the current TBID structure. It is the only TBID in the county that operates outside of the city government. The City published an early draft staff report with a notation that VSLOC supported this move. This was incorrect; VSLOC has taken a neutral stance on the issue. The draft was later revised.

SAVOR the Central Coast is happening September 24-27, 2015.

The next Board Meeting is Tuesday, October 20, 2015.

VSLOC will be participating in Visit California's Fall Board Meeting happening October 21-22, 2015.

C. Davison asked the Board if they wanted to have a December Board Meeting. No consensus was reached, but Martin requested a report in place of the meeting if the Board decided not to meet in December. C. Davison also noted that the bylaws do not require a monthly meeting. Board Discussion—None.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:16am.