

**RPTA ADVISORY COUNCIL MEETING
MARCH 18, 2010**

Cal Poly State University- San Luis Obispo
College of Agriculture, Food and Environmental Sciences
Recreation, Parks & Tourism Administration Department

Council members present:

Michael Alamo, Jim Battersby, David Brents, John Flaherty, Fred Ferrarini, Danella George, Charlotte Gorton, Markus Huber, Whitney Railsback, Jonelle Tannahill, Elisa Weaver, Terry Westrope

Faculty present:

Bill Hendricks, Brian Greenwood, Marni Goldenberg, Jeff Jacobs, Cynthia Moyer, Kendi Root

Student advisory council members present: Michaela McCloskey, Corbie Smith

Guests present: Molly Morrison, John Summer SLO VCB

I. Introductions- Charlotte Gorton

II. Sunset Savor the Central Coast – Molly Morrison, John Summer

- a. Sept 30 – October 3
- b. Opportunities for student volunteer involvement
- c. Goal 8,000 attendees

III. RPTA Updates

- a. See dept handout
- b. Opportunities for student volunteer involvement
- c. Goal 8,000 attendees

IV. Campaign Priorities

Committee felt that both the Sustainable Tourism Resource Center and the Endowed Chair for Excellence in Tourism and Event Management were equal priorities. The center would need a leader. The leader needs an office and area to work out of.

- Why is this urgent or compelling? – There is a need for smart, educated, talented workers who have hands on experience
- How unique/interesting is this? – People want a more unique experience. This is about culture, food, sense of place.
- Why should or shouldn't our students be involved with this kind of program? – Their future will be in their jobs. They are creating their own futures and the future of the industry. Helps to sustain itself. Supply and demand.

- What industries may be interested in this? – Hotels, wineries, casinos, marketing media, athletic suppliers, outdoor gear vendors, travel (airlines, cruise lines, tour operators, online travel purveyors etc), resorts, amusement parks, food/restaurant industry, and more.
- Are trends moving toward or against this? – Toward – there is the social sustainability too.
- Maximize donor \$ by combining the Sustainable Tourism Resource Center with the Equine Event Center. A multi-purpose event center would benefit all.
- Specifically, does this align with corporations or foundations that you know of? – Yes, ie: computer software companies, marketing companies, Indian tribes (there are 62 tribes in CA, include their trade associations CNIGA, larger wineries like Gallo, Fetzer, local communities, HIND Foundation (Greg Hind), hospitals, health insurance companies (re: youth development, anti-obesity, healthy communities), large hotel chains, Hearst Corp.

V. Campaign Priority Assessment

- Endowed scholarships for Native Americans in RPTA – they'll learn to come back and be leaders for tribe/ improved education/ build workforce/ build Indian tourism opportunities
- Donors hire RPTA majors to work in their respective field such as wine industry
- Donors for center – see their \$ at work directly
- Hospitality and tourism – need smarter people with skill base. As donors, they would see ROI (return on investment)
- Culturally aesthetic/ historic tourism
- Sports donors
- Donors have access to interact with the students
- Center would offer continuing education to older students in addition to younger students
- Center could be doing research on sustainability
- Get donors more engaged – it's personal!
- Resource Center
 - Outdoor leadership training for staff of donor or donor org
 - Sell services of RPTA to donors
 - Customer service training
 - Include offices in resource center
 - Bring hospitality curriculum to Cal Poly
 - Hospitality certification program – partner w/ CHLA
 - Industry professional in to help teach
 - Tap into occupancy tax fund

Resource center and director for center (funded staff position) – need both at same time

“Nothing is more expensive than cheap talent.” David Brents

VI. Council Goals 2010/2011

- Highlighting the students – competition to go to conference & report back
- Enhance our program
 - Increase revenue
 - Networking
- April/May – Enhance Career Fair or partner w/ auction/dinner (maybe call it RPTA Professional Development & Opportunity Fair)
 - Invite industry leaders
 - Put on weekend
 - Golf tournament or wine tasting
 - Define skill set – 5 bullet points
 - Ask colleagues who are successful
 - Target alumni who are proud of what they do
 - Share their stories
- Explore/adding hospitality to curriculum (Terry will get hold of Dixie Butke)
- Coaching day / mentor program
 - Interview lunch
 - Skype interviews
- Council members need to help get word out

VII. Council Brainstorming

Include alumni & industry leaders
Student panel – showcase latest & greatest of what they have. Electronic portfolio.
Idea jam

Video webcam – stimulating ideas from the students – broadcast

Tie into Sunset event

Booths at CALTIA & professional associations - have students compete to be able to go

- Sustainable tourism conference (International ecotourism conference), CHLA – Calif. Hotel & Lodging Assoc., CalFEST, CLIA – Cal Lodging & Industry Assoc.
- Have students bring business cards
- Have icebreakers
- Assign mentors
- Virtual interviewing

VIII. Table curriculum discussion to fall meeting

IX. Next Meeting –During Sunset event - come in on Sept. 30 , Oct. 1, 9:00-3:00