



MINUTES

Visit SLO CAL Board of Directors

**Visit SLO CAL Board of Directors
Meeting Minutes**
Thursday, May 17, 2018
8:30am
Avila Lighthouse Suites
550 Front Street, Avila Beach, CA 93424

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Lori Keller, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Sarah Maggelet, Amar Sohi

STAFF PRESENT: Chuck Davison, Christine Robertson, Brendan Pringle

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Eads announced that the Pismo Beach City Council approved a new ordinance on Short Term Rentals (STRs) based on the recommendation of the Pismo Beach Hospitality Association. The ordinance seeks to create a level playing field for the lodging industry by requiring residential STRs to be licensed, inspected, have appropriate parking on-site, and to pay fees and taxes. It also limits residential rentals to someone's primary residence, as opposed to investor-owned properties. Eads described the ordinance as tough, fair and enforceable.

Item 12 (FY2018/19 Marketing Plan) and Item 13 (Media Agency Selection) were reversed on the agenda.

CONSENT AGENDA

- 3. Approval of March 21, 2018 Board Meeting Minutes**
- 4. Approval of March & April Financials**
- 5. Approval of Lindsey Hartig's Marketing Committee Application**

Public Comment – None.

Board Discussion.

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

Motion carried: 12:0

CEO REPORT

6. CEO Report

Davison reviewed the March Travel Trends Index from U.S. Travel, as well as the March TOT Report.

VSC's next Advisory Committee Meeting is happening on June 7, 2018, from 3:00pm-5:00pm. Davison encouraged all Board members to attend. Please RSVP to Brendan@SLOCAL.com. Davison provided an update on the Destination Management Strategy (DMS), including Resonance Consultancy's presentation at the Tourism Exchange on May 8, 2018, the first Steering Committee Meeting and Stakeholder Interviews, and media outreach efforts. VSC will need the help of its lodging investors to circulate the Visitor Survey for the DMS, which is launching June 1, 2018. All communications materials about the DMS is available at SLOCAL.com/DMS. Davison provided an update on the national travel industry. On May 9, 2018, Davison participated in an Economic Development Business Attraction Focus Group that was led by Cal Poly. The meeting is the result of ongoing discussion about the need for a group to lead business attraction. VSC has been asked to help develop the governance structure through a workgroup for the prospective organization based on the success of the VSC governance model.

Davison noted that Brooke Burnham has applied for and will be interviewing next week for the CEO role at Visit Estes Park. Burnham informed Davison of this opportunity in March, and Davison informed VSC Board Chair Clint Pearce last month. Davison met with Mike Gamble, CEO of Searchwide, at the DI CEO Summit to lay the groundwork for their assistance in the event that VSC needs it. VSC Operations Manager Brendan Pringle was selected to participate in DI's 30 Under 30 program, which includes special professional development opportunities and the opportunity to attend DI's Annual Conference in Anaheim (July 10-13, 2018). Davison discussed VSC's collaboration with Jack & Jill Late Stage Cancer Foundation on a "WOW! Experience" for a family whose father was diagnosed with metastatic prostate cancer. VSC will be hosting the family June 18-22, 2018 for a SLO CAL vacation. Martin Resorts is hosting the family at the Avila Lighthouse Suites during their stay.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

7. Tourism Exchange Recap

Davison recapped the 2018 Tourism Exchange, noting that a total of 203 attended the luncheon—a 19% increase over last year. Several government officials attended; however, city council meetings on the same day restricted the attendance of many officials. Davison played the FY2017/18 Year in Review video, and noted the positive feedback that VSC received post-event from Supervisor Adam Hill and from the survey that VSC sent out. Davison requested Board feedback on the event.

Public Comment – None.

Board Discussion.

8. Approval of Proofreading Agreement – Kristin Davison

At the request of the Marketing department, Davison positioned, for BOD approval, a proofreading agreement with Kristin Davison (his wife), noting her pro bono work thus far has been more efficient and effective than that of other proofreaders.

Public Comment – None.

Board Discussion. Arnold, Wightman and Bonelli expressed concern that this might cause perception issues. Davison

requested the item to be pulled from the agenda to avoid any potential risk or perception issues.

9. Board Member Selection Process

Davison provided an update on appointed Board seats up for renewal. The Paso Robles City Council approved John Arnold for its seat on April 17, 2018; Jim Lewis, City Manager of Pismo Beach, approved Roger Wightman for its seat; the Grover Beach City Council approved Sam Miller for its seat on May 7, 2018; and the Arroyo Grande seat still remains vacant. The B&B Seat is the only elected seat up for renewal, and is determined by BOD vote. The application process was announced to B&Bs on April 19, 2018 with an April 30, 2018 deadline, and VSC received two applications: 1) Aaron Graves (Owner, Rigdon House, Cambria), who serves on the VSC Board and Executive Committee; and 2) Nina Leschinsky (Director of Hospitality, The JUST INN, Paso Robles). The Executive Committee recommended the re-approval of Aaron Graves to the B&B Seat on May 11, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Arnold to approve Aaron Graves as the B&B seat on the Visit SLO CAL Board of Directors.

**Motion carried: 11:0:1
Graves abstained.**

10. Executive Committee Seats

Staff is requesting that Executive Committee members hold their current seats for another one-year term in an effort to maintain consistency for the organization as it moves through the Destination Management Strategy and into the TMD renewal process. The Executive Committee approved this recommendation on April 18, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to leave the Executive Committee “as is.”

Motion carried: 12:0

11. FY2018/19 Budget

Davison presented the FY2018/19 annual budget, which was recommended for Board approval by the Executive Committee on May 11, 2018. As part of the budget, VSC is recommending an estimated previous year carryover of \$100,000, and will use \$57,000 of FY2018/19 reserves to fund Destination Management Strategy payments.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to approve the FY2018-19 Budget as presented and recommended by the Executive Committee.

**Motion carried: 11:1
Arnold opposed.**

13. Media Agency Selection

VSC's marketing team continues to face ongoing challenges with its current media agency, Goodway Group, and is recommending the selection of Miles Partnership as the media agency for the next fiscal year. Davison provided a cost comparison, and noted that Miles was the Marketing Committee's second preference during RFP presentations last fall. Miles has extensive tourism experience.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Arnold to allow the President & CEO to enter contract negotiations with Miles Partnership as VSC's media agency-of-record, as recommended by the Marketing Committee.

Motion carried: 12:0

12. FY2018/19 Marketing Plan

Davison reviewed the highlights of the FY2018/19 Marketing Plan, including overall strategy, updates and new components.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Patel to approve the FY2018/19 Marketing Plan, as recommended by the Marketing Committee.

Motion carried: 12:0

14. CEO Annual Review

Pearce reviewed the criteria set for the CEO's Year Three (3) (May 1, 2017 – April 30, 2018) bonus compensation: a 10 percent bonus is tied to VSC's operation and another 10 percent bonus is tied to Strategic Direction 2020 (VSC's Strategic Plan) imperatives. Pearce noted that the Executive Committee recommended approving the CEO's annual bonus at the full 20% on May 11, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to approve the CEO Annual Bonus at 20% as recommended by the Executive Committee.

Motion carried: 12:0

ADJOURNMENT

Meeting adjourned at 10:35am.