



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, November 15, 2018

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Clint Pearce

PRESENT: Alma Ayon, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, Hemant Patel, Nipool Patel, Clint Pearce, Mark Roemer, Amar Sohi

ABSENT: John Arnold, Sarah Maggelet

STAFF PRESENT: Chuck Davison, Brooke Burnham, Christine Robertson, Michael Wambolt, Brendan Pringle

Call to Order at 8:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

Keilah Smith presented a proclamation on behalf of Assemblyman Jordan Cunningham, commending the accomplishments of Visit SLO CAL.

ANNOUNCEMENTS

3. Presentation of Honorary Appreciation for Val Seymour's Board Service

Davison honored Val Seymour and thanked her for her service to the Visit SLO CAL Board. Seymour thanked Visit SLO CAL for the recognition. She also complimented the strength of the Visit SLO CAL team, and noted the uniqueness of the organization.

Davison also informed the Board that Rachael Taylor of Civitas was present this morning to answer any legal questions with regards to the Management District Plan draft, which will be covered under the TMD Management District Plan business item.

Davison noted that due to the length of discussion items in today's agenda, a written CEO Report and Marketing Update deck were included in the agenda packet for the Board members' review instead of being presented during the meeting.

CONSENT AGENDA

4. Approval of September 19, 2018 Board Meeting Minutes
5. Approval of September Visit SLO CAL Financials
6. Ratification of Mark Roemer as Morro Bay's Appointed Board Member

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Hamilton to approve the Consent Agenda as presented.

Motion carried: 10:0

Bonelli arrived after the vote. Ayon was appointed after the vote.

BUSINESS ITEMS

7. B&B Seat

The application process for the open B&B Seat opened on July 23, 2018 and closed on August 17, 2018. Visit SLO CAL received one application, from Alma Ayon of Sundance B&B (Paso Robles). Davison described Ayon’s background, and noted that on September 6, 2018, the Executive Committee recommended the approval of Ayon’s application for this seat. Due to Ayon’s inability to attend the September 19, 2018 meeting, this business item was pulled and postponed to this agenda. Davison also noted that the term of this seat is through June 2021.

Public Comment – Alma Ayon introduced herself to the Board, and thanked them for their consideration. She discussed her background as a B&B operator.

Board Discussion. Pearce thanked Ayon for applying, noting that it can be challenging to find B&B stakeholders who have time to serve on the Board.

ACTION: Moved by N. Patel/Eads to approve Alma Ayon as the B&B Seat on the Visit SLO CAL Board, as recommended by the Executive Committee.

Motion carried: 11:0

8. IPW Sponsorship

U.S. Travel’s IPW returns to California (Anaheim) on June 1-5, 2019. Visit California (VCA), in a partnership with Visit Anaheim, plans to roll out the red carpet for 5000+ international travel trade buyers and media partners from around the world. As the host state, VCA is maximizing every opportunity to showcase the Golden State, in partnership with the statewide industry, and aiming to create a series of once-in-a-lifetime experiences. Davison outlined the sponsorship package options, and noted that Visit SLO CAL is proposing an Icon Status investment of \$50,000 toward their California Plaza Activation—a multi-day, multi-session activation. Davison highlighted the benefits of the activation, and noted that Visit SLO CAL would look to develop an additional sponsorship through local DMO involvement, growing the SLO CAL footprint even larger. Visit SLO CAL is seeking an allocation of \$65k in sponsorship funds for this activation, which includes the design of the space. Currently \$37k in sponsorship funds are available in the FY18/19 budget; the balance would be solved for in the January re-forecast. At their November 7 meeting, the Executive Committee recommended allocating up to \$65k to the Visit California Icon Status sponsorship of IPW 2019.

Public Comment – None.

Board Discussion. Jamison noted that based on how Visit California invests in these kinds of opportunities, this sponsorship will pay dividends for Visit SLO CAL. Sohi noted that the impact of his hotel’s participation in IPW (as a co-op partner with Visit SLO CAL) the last few years has been well worth the investment, and he indicated his support for this opportunity.

ACTION: Moved by Bonelli/N. Patel to allocate up to \$65,000 to the Visit California Icon Status sponsorship of IPW 2019.

9. Destination Management Strategy Update

Robertson provided a progress update on the Destination Management Strategy (DMS). Visit SLO CAL is currently reviewing and finalizing the Situational Analysis report, which summarizes research performed to-date and lays the groundwork for the Visioning Workshops. The DMS Steering Committee met on November 14, 2018 to review the Situational Analysis report and refine the issue framing and priorities going into the December Visioning Workshops. Robertson also outlined the timeline of next steps in the process.

Public Comment – None.

Board Discussion.

10. TMD Management District Plan

Visit SLO CAL worked with Civitas through multiple drafts of the Management District Plan (MDP) over the past two months. The Executive Committee reviewed an updated draft at last week's meeting, and the final revised draft was included in the agenda packet for this meeting. Davison noted that he would review a hard copy with the Board (with key changes highlighted) at the end of this business item. He also reminded the Board that Rachael Taylor of Civitas is available to answer questions about the Management District Plan as well. Davison reviewed the proposed changes that were agreed to by the Board at the September 19, 2018 Board Meeting. He noted that after feedback from the Board at the last meeting, staff would like to reconsider the additional Board seats proposed at that meeting. Staff recommends having the number of board-elected at-large lodging seats expanded by four seats, to allow for more participation throughout the region. Civitas also recommends having the number of Board seats be removed from the MDP and managed in the bylaws. Davison also noted that the current draft of the MDP requires all lodging Board members to be the owner or manager of an assessed lodging business.

Visit SLO CAL needs to plan for the cost of additional future work, which he outlined to the Committee. As directed by the Executive Committee, Davison has been field testing the appetite for increasing the assessment one-to-one with individual lodging owners and general managers. Davison noted his conversations about the renewal with more than a dozen lodging stakeholders throughout the county, in addition to the members of the Board. To date, there has been no opposition to an increase in the assessment if the organization can map the reason and successfully outline where funds would be directed. In several cases, it was suggested that Visit SLO CAL should pursue the full one percent while it was still available; many also offered to help champion the increase. He added that even Toni Legras (Beachside Rentals), who was an opponent of the TMD during the first petition process, said that she could see the value of Visit SLO CAL's work and would support an increase to 2 percent, even though it wouldn't be something she would personally choose to do. At their November 7, 2018 meeting, the Executive Committee recommended the Board approve the revised draft of the Management District Plan including the increase of the assessment rate to two percent. Davison reviewed the revised Management District Plan with the Committee calling attention to the highlighted areas which outlined major changes, as well as Visit SLO CAL's TMD Results to Date Scorecard, which lays out Visit SLO CAL's scope of work over the last three and a half years and will be used to highlight the Visit SLO CAL story during the petition process. He also outlined the next steps in the TMD renewal process.

Public Comment – None.

Board Discussion. Bonelli noted that the amount of time, energy and funds that go into renewal is a good reason to renew for 10 years. Graves asked Davison to elaborate on Visit SLO CAL's DMAP accreditation. Sohi asked about the structure and assessment rates of Monterey and Santa Barbara. N. Patel noted that small properties might push back on the percentage increase, but not on the duration of the district. N. Patel also asked Rachael Taylor (Civitas) how much the law has changed for BIDs. Taylor noted that very few changes have been made, and that Civitas audits the law every year with the goal of adding more protections to tourism marketing districts.

ACTION: Moved by N. Patel/Hamilton to approve the Management District Plan as presented (as recommended by the

Executive Committee).

Motion carried: 12:0

Davison noted that the Budget Re-Forecast, Updated MDP Approval (with government feedback), and the Destination Management Strategy Update would be on the agenda for the January 16, 2019 Board Meeting.

ADJOURNMENT

Meeting adjourned at 10:42 am.