



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, May 15, 2019

8:30am

Sycamore Mineral Springs Resort
1215 Avila Beach Rd., San Luis Obispo, CA 93405

1. CALL TO ORDER: Clint Pearce

PRESENT: Alma Ayon, Jed Bickel, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sarah Maggelet, Nipool Patel, Clint Pearce

ABSENT: John Arnold, Sam Miller, Hemant Patel, Amar Sohi

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Derek Kirk, Brendan Pringle, Madison Quiring, Vanessa Robbins

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison offered the Board complimentary VIP passes to the AMGEN Tour of California, a benefit of Visit SLO CAL's sponsorship of the event, and told the Board to reach out to Brendan Pringle, Operations Manager, if they are interested.

CONSENT AGENDA

- 3. Approval of March 28, 2019 Board Meeting Minutes**
- 4. Approval of March & April Financials**
- 5. Approval of Brittany Hensley's Marketing Committee Application**

Public Comment – None.

Board Discussion.

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

Motion carried: 9:0
Maggelet arrived after the motion.

CEO REPORT

6. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for March 2019 vs March 2018, and the March 2019 TOT update. Davison introduced Madison Quiring, Visit SLO CAL's Communications Manager, who started on April 29, 2019. He noted that Visit SLO CAL is still conducting interviews for the Communications Coordinator & Film Commission Liaison role. On April 8-11, Davison completed the final courses required for his Certified Destination Management Executive (CDME) certification through Destinations International (DI). If approved, the official certification will take place in July during DI's Annual Convention, and he will be the only CDME in the county and one of only about 20 in the state. Davison reported out on DI's CEO Summit (April 15-18, 2019), as well as his meetings during the Volaire Air Service Conference (April 24-26, 2019). On April 22, 2019, Visit SLO CAL hosted an Industry Advisory Group Meeting with Rep. Salud Carbajal, which was attended by 11 lodging owners. Davison reported out on local meetings and his upcoming travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

7. Board Member Selection Process

The County Unincorporated Area Lodging Seat is the only appointed Board of Directors seat up for renewal. Nikki Schmidt, County of San Luis Obispo, notified Visit SLO CAL that the County would officially open the application process for the seat after it is vacant, on July 1, but that applicants are welcome to apply for that seat in the meantime. Visit SLO CAL notified Sarah Maggelet, who currently holds this seat, as well as others who have previously expressed interest. Maggelet informed Visit SLO CAL that she will resign from the Board when her term is up, due to other commitments. Toni Legras, Beachside Rentals, submitted her application for the seat on May 1, 2019.

The elected seats up for renewal include two At-Large Seats, the RV Park Seat and the Vacation Rental Seat. These are determined by Board of Directors vote. Davison noted the application process. He said that Clint Pearce and Mark Eads reapplied for their At-Large Seats, and that Greg Pacheco, Cambria Inns Collection, applied for one of the At-Large Seats as well. Jay Jamison reapplied for the RV Park Seat and Kathy Bonelli reapplied for the Vacation Rental Seat. At their May 13 meeting, the Executive Committee recommended the re-election of Clint Pearce and Mark Eads to the At-Large Seats, Jay Jamison to the RV Park Seat, and Kathy Bonelli to the Vacation Rental Seat.

Public Comment – None.

Board Discussion.

ACTION: Moved by N. Patel/Maggelet to approve Clint Pearce as one of the At-Large Seats on the Board of Directors.

Motion carried: 9:0:1
Pearce abstained.

ACTION: Moved by N. Patel/Bickel to approve Mark Eads as one of the At-Large Seats on the Board of Directors.

Motion carried: 9:0:1
Eads abstained.

ACTION: Moved by Graves/Bonelli to approve Jay Jamison as the RV Park Seat on the Board of Directors.

Motion carried: 9:0:1
Jamison abstained.

ACTION: Moved by N. Patel/Eads to approve Kathleen Bonelli as the Vacation Rental Seat on the Board of Directors.

**Motion carried: 9:0:1
Bonelli abstained.**

8. Executive Committee Seats

Davison outlined the current composition of the Executive Committee (Clint Pearce, Chair; John Arnold, Vice Chair; Aaron Graves, Treasurer; Mark Eads, Secretary; Jay Jamison, Past President). He noted that staff is requesting that the current Executive Committee stay on for another one-year term in an effort to maintain consistency in the organization as it moves through the Tourism Marketing District renewal process and the finalization and implementation of the Destination Management Strategy. At their April 4, 2019 meeting, the Executive Committee voted to recommend that the Executive Committee and current seats remain the same for the FY2019/20.

Public Comment – None.

Board Discussion.

ACTION: Moved by N. Patel/Hamilton to maintain the current structure of the Executive Committee, and leave the Executive Committee composition “as is” for FY2019/20.

Motion carried: 10:0

9. FY2019/20 Business & Marketing Plan

The draft FY2019/20 Business & Marketing Plan was recommended for approval by the Executive Committee on May 13, 2019 and by the Marketing Committee on May 14, 2019. Davison noted that some minor adjustments will be made to the plan in the coming days, but that the overall strategy will remain the same. Davison reviewed the objectives, strategies, and new features of the plan, as well as the media allocation across market tiers and channel types.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Hamilton to approve the FY2019/20 Business & Marketing Plan, as recommended by the Executive and Marketing Committees.

Motion carried: 10:0

10. FY2019/20 Budget

Davison presented the FY2019/20 annual budget and walked the Board through revenue projections and expenses by department. The proposed budget was recommended for Board approval by the Executive Committee on May 13, 2019. Davison noted that, in the coming months, staff will likely make a recommendation to access reserve funds to boost the Fall 2019 advertising campaign, in light of the STR forecast, and to fund Destination Management Strategy recommendations.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Hamilton to approve the FY2019/20 Budget as presented, and as recommended by the Executive Committee.

**Motion carried: 9:0
N. Patel departed prior to the motion.**

11. TMD Renewal Update

Davison noted that the draft timeline, draft Management District Plan and draft petition are all currently being reviewed by the County's legal team. Delays in the approval process, contingent on the completion of the ROI Study, have shifted the timeline of the petition drive launch. Visit SLO CAL is awaiting feedback from the county and city managers on the results of the ROI study, and Visit SLO CAL is working to set up a meeting with the County to discuss their feedback so that we can move forward with the petition process. Davison pointed out that STR is forecasting a 3.5 percent decrease in occupancy and a 1.7 percent decrease in RevPAR in 2020. He also reviewed Tourism Economic's competitive analysis for Visit SLO CAL (from the ROI study), and the next steps in the renewal process.

Public Comment – None.

Board Discussion.

12. Destination Management Strategy Update

Davison provided a progress update on the Destination Management Strategy (DMS). He noted that the draft recommendations received positive feedback in all six Community Leader Briefings, and that these recommendations were also presented at the Destination Summit. Draft final recommendations will be submitted by Resonance Consultancy in May, the Steering Committee will review in June, and the final document will go to the Board for approval in July. Once approved, Visit SLO CAL will work with Resonance to develop a Workbook that outlines the action steps for the recommendations, and at the September meeting, Visit SLO CAL will ask the Board to prioritize the work outlined in the DMS recommendations.

Public Comment – Danna Stroud, Travel Paso, echoed Davison's comments on the positive reception of the plan by North County community leaders. She noted that there was a comment on how the DMS takes into consideration the assets necessary for the family experience.

Board Discussion.

13. Destination Summit Recap

Davison noted that, in total, 186 paid individuals attended the Destination Summit luncheon, and he provided a breakdown of the representation. He also noted Visit SLO CAL released a survey to attendees the morning after the event (May 10, 2019), and thus far, it has received 44 respondents. Davison requested feedback from the Board on the event.

Public Comment – None.

Board Discussion.

14. CEO Annual Review

Davison reviewed the criteria set for the CEO's Year Four (May 1, 2018 – April 30, 2018) bonus compensation: 10 percent bonus is tied to Visit SLO CAL's operation and 10 percent bonus is tied to the delivery of Strategic Direction 2020 imperatives. He added that detailed documentation of results were provided in the Agenda Packet. Pearce noted that the Executive Committee recommended approving the CEO's annual bonus at the full 20 percent of annual salary on May 13, 2019 based on the results that the CEO has achieved.

Public Comment – None.

Board Discussion.

ACTION: Moved by Bonelli/Eads to approve the CEO Annual Bonus at the full 20 percent.

Motion carried: 9:0

ADJOURNMENT

ACTION: Moved by Graves/Hamilton to adjourn at 10:31 am.