



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Monday, May 13, 2019

11:30am

Visit SLO CAL Conference Room  
1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** Mark Eads, Aaron Graves, Jay Jamison, Clint Pearce

**ABSENT:** John Arnold

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

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**Call to Order at 11:33 am.**

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

None.

### **ANNOUNCEMENTS**

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

### **CONSENT AGENDA**

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

Public Comment – None.

Committee Discussion.

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

**Motion carried: 4:0**

### **CEO REPORT**

**6. CEO Report**

Davison reviewed U.S. Travel's Travel Trends Index for March 2019 vs March 2018. Visit SLO CAL hired Madison Quiring for the Communications Manager role; she started on April 29, 2019. Visit SLO CAL is also 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 Voltaire 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.

Committee Discussion.

## **BUSINESS ITEMS**

### **7. Board Member Selection Process**

Nikki Schmidt, County of San Luis Obispo, notified Visit SLO CAL that the County would officially open the application process for the appointed County Unincorporated Area Lodging 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.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Jamison/Graves to recommend the election of Clint Pearce to one of the At-Large Seats on the Board of Directors.

**Motion carried: 3:0:1  
Pearce abstained.**

**ACTION:** Moved by Pearce/Jamison to recommend the election of Mark Eads to one of the At-Large Seats on the Board of Directors.

**Motion carried: 3:0:1  
Eads abstained.**

**ACTION:** Moved by Eads/Graves to recommend the election of Jay Jamison to the RV Park Seat on the Board of Directors.

**Motion carried: 3:0:1  
Jamison abstained.**

**ACTION:** Moved by Graves/Pearce to recommend the election of Kathleen Bonelli to the Vacation Rental Seat on the Board of Directors.

## 8. FY2019/20 Business & Marketing Plan

The draft FY2019/20 Business & Marketing Plan will be presented to the Marketing Committee on May 14, 2019 for their review and recommendation to the Board of Directors. 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.

Committee Discussion.

**ACTION:** Moved by Graves/Eads to recommend approval of the FY2019/20 Business & Marketing Plan to the Board of Directors as presented.

Motion carried: 4:0

## 9. FY2019/20 Budget

Davison presented the FY2019/20 annual budget and walked the Committee through revenue projections and expenses by department. 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.

Committee Discussion.

**ACTION:** Moved by Graves/Jamison to recommend approval of the FY2019/20 Budget to the Board of Directors as presented.

Motion carried: 4:0

## 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.

Committee 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 Workbook.

Public Comment – None.

Committee 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 40 respondents. Davison requested feedback from the Committee on the event.

Public Comment – None.

Committee 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.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Eads/Graves to recommend approval of the CEO Annual Bonus at the full 20 percent to the Board of Directors.

**Motion carried: 4:0**

### **ADJOURNMENT**

**ACTION:** Moved by Pearce/Graves to adjourn at 1:14 pm.