



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Friday, June 21, 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, Jay Jamison, Clint Pearce

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:36 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of May 13, 2019 Executive Committee Meeting Minutes

4. Approval of May Visit SLO CAL Financials

5. Approval of Visit SLO CAL's Travel & Expense Policy

Davison outlined the key changes to Visit SLO CAL's Travel & Expense Policy, including clarifications that employees should stay at the conference hotel whenever feasible, and that laundry service is only covered when clothes are needed for additional days of travel.

Public Comment – None.

Committee Discussion.

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

Motion carried: 3:0

CEO REPORT

6. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for April 2019 vs April 2018 and provided a TOT update through April 2019. He noted that the professionally-recorded videos and pdfs of presentations from the Destination Summit are now available on the Resources page of SLOCAL.com, with login access. He reported out on his presentation at the City Nation Place Conference (June 6, 2019), and noted that several of our local DMO partners attended the conference. He also reported out on Visit SLO CAL's bi-annual Advisory Committee Meeting (June 13, 2019), and he recognized the Committee and Board members who attended in support of Visit SLO CAL's efforts. He provided the highlights of Visit SLO CAL's IPW Sponsorship co-op (June 2-5, 2019), an activation that was seen by more than 6200 attendees, including 1300 international buyers. Davison noted that the County will post the Unincorporated Area Lodging Seat on the Visit SLO CAL Board of Directors from July 1-10, 2019 and that the Board of Supervisors will make the appointment in July. Visit SLO CAL is waiting to hear back from the County on when the appointment of this seat will be on the agenda the Board of Supervisors agenda. He added that interested parties are asked to send an application to Nikki Schmidt at nschmidt@co.slo.ca.us. John Arnold, who held the Paso Robles appointed seat, formally resigned, effective immediately, on June 18, 2019. Davison recommended addressing the vacant Executive Committee seat held by Arnold at the July 3, 2019 meeting. Davison reported out on CalTravel's Board Meeting and Tourism Advocacy Day at the State Capitol (June 19, 2019), and invited the Committee to attend a new Air Service Announcement on June 26, 2019 at 10am at ACI Jet Center, located near the SLO County Regional Airport. He also reported out on local meetings and his upcoming travel schedule.

Public Comment – None.

Committee Discussion. The Committee accepted John Arnold's resignation and recommended reaching out to Hemant Patel as a possible replacement due to his Paso Robles and Morro Bay property connection in advance of the July 3, 2019 Executive Committee meeting to discuss his interest in the open Executive Committee seat.

BUSINESS ITEMS

7. Community Engagement Plan

Davison outlined the Objectives, Strategies and high-level components of Visit SLO CAL's draft Community Engagement Plan, and requested feedback from the Committee. The final plan will be presented to the Executive Committee at the July meeting before proceeding to the Board in July for approval.

Public Comment – None.

Committee Discussion.

8. Destination Management Strategy Recommendations

Davison provided a progress update on the Destination Management Strategy (DMS) planning process, noting that the Steering Committee provided feedback and recommended approval of the Full Draft Report last week, and that the Final Report will be presented to the Board at the July meeting for approval. Chris Fair, President of Resonance, will be presenting the Final Report at the Board meeting, and as such, the meeting will need to be extended by 30 minutes. Once approved by the Board, Visit SLO CAL's staff will begin working with Resonance to develop the Work Plan, and the high-level Work Plan and prioritization recommendations will likely come before the Board in September for feedback, approval and prioritization. Davison requested feedback on the recommendations, outlined the timeline of key next steps and requested a motion to recommend approval of the Final Report.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Eads to recommend Board approval of the Destination Management Strategy Final Report.

Motion carried: 3:0

9. 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. All of the city managers have now signed off on the Tourism Marketing District renewal terms. Delays in the approval process, contingent on the completion of the ROI Study, have continued to shift the timeline of the petition drive launch. Guy Savage, Assistant CAO has suggested that the petition may not be released until August. Visit SLO CAL is building the presentation decks for the community lodging meetings and city council meetings in advance of that release. Davison outlined the proposed timeline for the TMD Renewal process. He also noted that as Visit SLO CAL launches the petition process, it would like to request the support of its Board of Directors in the collection of signed petitions. He noted that Board stated at the May 15, 2019 meeting that they were willing to assist with this process, and he asked for feedback on what the Board might be willing to do.

Public Comment – None.

Committee Discussion. The Committee outlined that all Board members should be willing to commit to: 1) Making phone calls to lodging partners in their communities; 2) Hosting community lodging meetings; 3) Attending meetings with lodging partners to obtain signatures; and 4) Collecting lodging petition signatures.

10. Marketing Update

Davison provided an update on travel trade efforts and reported out on earned, owned and paid media results. He also highlighted the final FY2019/20 media plan adjustments that were made after the Business & Marketing Plan was approved by the Board in May.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Pearce/Jamison to adjourn at 1:07 pm.