



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, July 3, 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: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of June 21, 2019 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

4. CEO Report

Davison provided an update on the City of Grover Beach's new ordinance on short-term rentals (STRs), as well as the status of the City of Paso Robles' proposed ordinance on STRs. On June 26, 2019, Visit SLO CAL and the SLO County Regional Airport announced new direct air service from Las Vegas; the flight launches October 17 and will run four days per week (Thursday, Friday, Sunday, Monday). Davison shared a note that Visit SLO CAL received from American Sky, a UK travel company, demonstrating the immediate impact of the IPW FAM that the organization hosted. He reported out on the

impact of China's travel warning for the U.S., noting that it has not led to major reverberations, based on data from Visit California. Visit California will be staying the course for its integrated marketing in China, with an added layer of "All Dreams Welcome" messaging, and most China trade partners are positive about the current situation. Forecasts for visitation growth remain positive as well. Davison reported out on his meeting on June 24, 2019 with Coraggio Group to discuss the build of a shared accountability model for the team, and some changes to the team meeting structure. He also reported out on local meetings and his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

5. Executive Committee Seat

Upon the Executive Committee's recommendation at the June 21, 2019 meeting, Davison met with Hemant Patel to discuss his interest in the open Executive Committee seat, which was vacated by John Arnold on June 18, 2019. Patel informed Davison on July 1 that he would be interested in joining the Executive Committee if the Committee felt he could add value. Davison noted that the Board would take nominations and appoint the seat at the July 17, 2019 meeting, and once the seat is filled, a new Vice Chair would be established in a second motion. Davison requested nominations from the Committee for the Vice Chair position.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to recommend that the Board appoint Mark Eads as Vice Chair of the Executive Committee.

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

6. Community Engagement Plan

Davison noted that based on the feedback at the June 21, 2019 Executive Committee meeting, Visit SLO CAL made some minor changes to the Community Engagement Plan, namely that not every piece of the strategy will take the same priority, nor will all pieces be done at once. The team will be focused on investor activations that show investors responsible for approving the TMD that Visit SLO CAL's team is focused on priorities that impact them directly first and foremost. Running ads, recording messages and getting merchandise in stores will not be the present focus. Davison recapped the Objectives, Strategies and high-level components of Visit SLO CAL's draft Community Engagement Plan, and outlined the measures of success.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Eads to recommend Board approval of the Community Engagement Plan.

Motion carried: 4:0

7. Surfers of Tomorrow Sponsorship

Davison outlined a title sponsorship opportunity with the World Surf League's Surfers of Tomorrow of two competitions – the Pismo Beach Open, an existing event that will occur in January, and the establishment of a second event in Morro Bay

that would occur in February. The events would be branded as the “SLO CAL Open at Pismo Beach” and the “SLO CAL Open at Morro Rock,” respectively. Davison provided background on the event, and outlined the sponsorship value and key proposed components of the activation. The activation would include up to a \$40k cash sponsorship and an in-kind promotion of up to \$20k in one-time branding and promotion investment. He also noted that the goal would be to eventually get a third event in the county in either Cayucos or Oceano. Davison outlined how this type of a title event tied to the DMS recommendations regarding signature events for the county. Davison requested a motion to recommend Board approval to enter into contract negotiations.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to recommend Board approval to allow the President & CEO to enter into contract negotiations with World Surf League’s Surfers of Tomorrow, establishing a sponsorship of \$40k cash and up to \$20k in-kind sponsorship for the SLO CAL Open contests.

Motion carried: 4:0

8. Oceano Dunes Advocacy

California Coastal Commission (CCC) and California State Parks (CSP) are struggling for control of the future of the Oceano Dunes State Park. CCC and CSP believe that their different sets of guidelines supersede each others’ and CCC believes that it is time to begin the full closure of the Oceano Dunes State Vehicular Recreation Area (ODSVRA). Davison outlined the outreach and coalition efforts that have already taken place in the community, and noted that at the present time, the City of Grover Beach and the City of Pismo Beach will not be taking a formal position on the issue, although Pismo Beach City Manager Jim Lewis recommended that Visit SLO CAL consider providing additional research on the economic impact of the park, since previously conducted research appears incomplete. State Senator Monning’s office is tracking the issue closely, and Assemblyman Jordan Cunningham’s office is drafting a letter of support and engaging segments of the industry that would be impacted. The CCC’s long-term strategy includes several new regulations, and would also begin planning for the full closure of ODSVRA. The CCC will be holding a meeting in San Luis Obispo on July 11, 2019 to discuss action on the issue. Davison noted that Visit SLO CAL provided a middle-ground quote to the Tribune, which recently published an article on the issue. He added that the impact of the news was so broad-reaching that the CEO of Visit Fairfield sent the story link to DMA West’s Executive Director, asking if it will affect the DMA West Leadership Summit event we are hosting here in late July. Davison asked the Committee for feedback, at the request of South County partners, on what advocacy role Visit SLO CAL should play on this issue, e.g., a draft letter of coalition support and public comment at the CCC meeting.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Eads to allow Visit SLO CAL to advocate on behalf of the tourism community supporting the Oceano Dunes and the need for it to remain open as a critical economic driver for the destination.

Motion carried: 4:0

9. Morgan Stanley CD Account Update

Davison outlined the background and the purpose of Visit SLO CAL’s laddered CDs, managed by Morgan Stanley. Visit SLO CAL’s account opened with a beginning total value of \$500k and reserve funds have been swept from Visit SLO CAL’s operating account to a Morgan Stanley accounts on a bi-monthly basis, following the approval of financials by the Board. The two accounts are now valued at \$770,095.59 and total interest accrued over the last 18 months has totaled \$25,349.98.

Public Comment – None.

Committee Discussion.

10. TMD Renewal Update

Davison noted that Visit SLO CAL is waiting for an update from the County on the release of petitions. Guy Savage, Assistant CAO, informed us that the county did not need anything from Visit SLO CAL at this time in order to move the process forward. Davison outlined the next steps in the process.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Pearce/Jamison to adjourn at 1:03 pm.