



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, December 13, 2018

11:30 am

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

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Mark Eads, Aaron Graves, Jay Jamison, Clint Pearce

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison asked the Committee to save the date for the Beginning of Year Bash, happening January 30, 2019, from 5:30pm-8:00pm at Milestone Tavern in San Luis Obispo.

CONSENT AGENDA

3. Approval of November 7, 2018 Executive Committee Meeting Minutes

4. Approval of October & November Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Eads to approve the November 7, 2018 Executive Committee Minutes as presented.

**Motion carried: 3:0:2
Arnold and Jamison abstained.**

ACTION: Moved by Jamison/Arnold to approve October & November Visit SLO CAL Financials as presented.

Motion carried: 5:0

CEO REPORT

5. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for October 2018 and October 2017. Davison apprised the Committee of a Worker's Compensation claim for Brooke Burnham that was filed for an injury occurring at the San Diego Bay Wine & Food Festival. He reported out on the key takeaways from CalTravel's quarterly Board Meeting on November 29, 2018, including the messaging behind Visit California's #CALove campaign. On December 1, 2018, Visit SLO CAL sent its notice to exercise its first option to renew its building lease for two years, once the original agreement expires on April 1, 2019. Davison noted that the landlord is aware that if the Tourism Marketing District (TMD) were to sunset on June 30, 2020, Visit SLO CAL would no longer need the building at that point, and is willing to work with us as we vacate. AMGEN has announced host cities for the 2019 Tour of California race, with a Morro Bay finish (May 15, 2019) and a Pismo Beach start (May 16, 2019). Visit SLO CAL is providing a sponsorship of \$50,000 to support these events, as approved in the FY2018/19 budget. Davison provided a brief recap of the Advisory Committee meeting on December 6, 2018, noting Pismo Beach Mayor Pro Tem Howell's criticism of the Destination Management Strategy and suggestion that Pismo Beach and the County Board of Supervisors would not support the TMD renewal at 10 years and 2 percent. Davison said that the challenges presented at the meeting suggest the continued need for strong Board turnout and support at the Advisory Committee meetings allowing the Board to speak for the work of the organization and its importance to the industry. The FY2018/19 Budget Re-Forecast planning process has kicked off with an off-site all-day team planning retreat, during which the team discussed capacity and prioritized key initiatives that will advance Visit SLO CAL's mission as it works toward the renewal of the TMD. Funds from the adjustments that were made will be redirected in the reforecast, mostly to the spring advertising campaign. Davison asked the Committee for their appetite to join efforts with Cal Travel at the state level and US Travel at the national level to lobby on behalf of Visit SLO CAL and the SLO CAL tourism industry. Davison reported out on local meetings and his travel schedule for the months ahead. He also noted that the January 10 Executive Committee meeting will need to be rescheduled or canceled, and asked for committee feedback on rescheduling on January 15, 2019.

Public Comment – None.

Committee Discussion – Arnold asked if Visit SLO CAL was considering a more parking-friendly option for its future office. Davison responded that the back parking lot and street currently provide sufficient free parking for staff and guests. Graves, Jamison and Arnold noted that they would support Board involvement in capitol lobby days. Davison noted that Visit SLO CAL would work out the costing and next steps. Pearce recapped Mayor Pro Tem Howell's comments at the Advisory Committee meeting, and noted that Visit SLO CAL did get mostly positive feedback on the Destination Management Strategy. The Committee agreed to reschedule the next Executive Committee meeting to January 15, 2019, 8:00am-9:30am.

BUSINESS ITEMS

6. Air Service Development

Visit SLO CAL is excited to officially announce new air service to Dallas/Ft Worth (DFW) beginning April 2, 2019. Davison noted that American Airlines was originally going to just offer a seasonal flight to San Luis Obispo, but that he told them that Visit SLO CAL would not provide marketing funds for a seasonal flight. The Airport will make the announcement this afternoon at 3:30pm during a press conference at the terminal, and Visit SLO CAL Board members are invited to attend. To activate this market, Visit SLO CAL's media agency, Miles Partnership, is advising a \$500k marketing activation in the DFW Metro, most of which would come from the prior year's carryover of revenue. This is scheduled to be included in the budget reforecast in front of the Board for approval on January 16, 2019. Miles is in the process of reaching out to current media partners from the FY18/19 Media Plan to determine who can best deliver our message to the DFW audience. They are drafting media recommendations for the DFW Metro and will provide us with a revised SOW later this month.

Public Comment – None.

Committee Discussion.

7. TMD Renewal Update

Davison provided an update on the Tourism Marketing District (TMD) renewal process. With the Board's approval of the draft Management District Plan (MDP), Visit SLO CAL hosted a TMD Renewal Meeting with the leadership of the local DMOs on Monday, November 26, 2018 to brief them on the highlights of the MDP draft. As a next step, Visit SLO CAL has scheduled meetings with each community to review the draft MDP for feedback and acceptability. These meetings include Board members and DMO leadership from each community. Depending on the outcome of these meetings, the MDP may be presented to the Board in January for final approval. Davison noted the community meeting dates. He also noted that Visit SLO CAL is working on a revised version of the TMD Renewal Scorecard and a supplemental one-sheet that will map out where funds from the additional 1 percent will be allocated. Davison provided an updated on the inventory pipeline for SLO CAL, noting there will be close to a 12 percent increase in inventory over the next 18 to 24 months. Davison outlined the next steps in the TMD renewal process.

Public Comment – None.

Committee Discussion. Arnold noted that the increase in inventory is the most important rationale for the TMD renewal at 2 percent/10 years. He also noted that the bottom line for TOT will eventually flatten out if TOT is simply increased. Pearce asked if the city government has the authority to block the TMD renewal from being voted on by the council. Davison replied that the council can instruct the city to put the item before council. Pearce noted that Davison has been completely transparent throughout the TMD renewal process. Jamison asked if Davison thought it was premature for the Board members to talk to council members. Davison said that it was not premature.

8. Destination Management Strategy Update

Davison provided a progress update on the Destination Management Strategy (DMS). Visit SLO CAL held a Steering Committee strategy meeting on December 5, 2018, during which it was requested by city managers that Visit SLO CAL modify and extend its community engagement strategy to ensure broader engagement of elected officials. As a result, the Visioning Workshops were postponed from December to Q1 2019. Davison also outlined the next steps in the process.

Public Comment – None.

Committee Discussion.

9. Marketing Update

Davison provided an update on travel trade efforts and key marketing initiatives. He reported out on Visit SLO CAL's SAVOR activation in San Diego in November, and noted its upcoming SAVOR activation in Seattle at Taste Washington in March. He also reported out on paid, earned and owned media results, and the recent BCF led hero photo and video shoot that occurred on the week of November 27, 2018.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 1:20 pm.