



# MINUTES

---

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Tuesday, January 15, 2019

8:00am

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 8:03 am.**

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

None.

**ANNOUNCEMENTS**

Davison reminded the Committee to RSVP 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 December 13, 2018 Executive Committee Meeting Minutes**

**4. Approval of December Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0**  
**Arnold and Eads arrived after the vote.**

**CEO REPORT**

**5. CEO Report**

Davison reviewed U.S. Travel's Travel Trends Index for November 2018 and November 2017. He provided an HR update, noting that, effective December 21, 2018, Christine Robertson, Visit SLO CAL's VP of Community Engagement & Advocacy

transitioned into a part-time contractor role as she continues to spearhead the Destination Management Strategy planning process. Candidates are being sourced and interviews conducted for her replacement. Visit SLO CAL has recently hired Haley Ramos to fill the entry level Office Coordinator role, which replaces the Executive Assistant position. With the completion of its Operational Assessment, Visit SLO CAL has also adjusted some approved positions and has begun to schedule interviews for four positions: Partnership & Community Engagement Manager, Communications Coordinator & Film Commission Liaison, Digital Marketing Coordinator, and Marketing Coordinator. None of these are “new” positions, but rather adaptations of previously existing positions. On Monday, January 14, the City of Pismo Beach appointed Jedidiah Bickel, General Manager of SeaCrest Oceanfront Resort, to the Visit SLO CAL Board. Jedidiah will take the seat that Mark Roemer previously held, and will join the board once his confirmation has been agendized and confirmed in the March 2019 meeting. He will attend as a member of the public at the January 16, 2019 meeting to start getting up to speed. After months of work, Visit SLO CAL received notice on December 14, 2018 that the “SLO CAL®” service mark was approved on the U.S. Supplemental Register. This means that Visit SLO CAL now owns the service mark for the phrase “SLO CAL®” in Class 035 advertising and business services; previously, Visit SLO CAL registered the service mark for the SLO CAL logo. The Committee viewed Visit California’s new international Kidifornia television spot, which features the Oceano Dunes. Davison reported out on local meetings and his travel schedule for the months ahead. He also noted that the February 14 Executive Committee meeting will need to be rescheduled or canceled due to a scheduling conflict with Visit California’s Outlook Forum, and asked for committee feedback on rescheduling it for February 21, 2019 at 11:30am.

Public Comment – None.

Committee Discussion – Graves asked about Highway 1 messaging. Davison noted that he is in conversations with Tim Gubbins (Caltrans) on improving road signage for visitors traveling on Highway 1. The Committee agreed to reschedule the next meeting for February 21, 2019; Jamison noted that he would not be available to attend that meeting.

## **BUSINESS ITEMS**

### **6. TMD Renewal**

In December, Visit SLO CAL met with the city manager, DMO leader and appointed Board member from each community to review the guidelines of the draft Tourism Marketing District Management District Plan (MDP), and request feedback on the MDP and process as the organization works towards approval. Davison thanked the Board members who attended and assisted with their support during these important meetings. Davison reported out on these community meetings, as well as the December 21, 2019 City-County Managers Meeting. During that meeting, the city managers recommended that Visit SLO CAL perform an ROI study and delay the renewal launch slightly. The city managers will be scheduling a follow-up meeting with Visit SLO CAL in the coming weeks to provide additional feedback and recommendations, including adjustments to the renewal timeline. Davison noted that the requested ROI study would outline the projected additional return on investment that a TMD assessment increase would have on the economy, and that he has reached out to both Tourism Economics and Destination Analysts for proposal and cost estimates. The study is projected to cost between \$30,000 and \$40,000, and would delay the renewal timeline by about two months, but could lead to greater government support allowing the process to proceed at a faster pace.

Public Comment – None.

Committee Discussion. Graves asked for clarification on whether the City of Pismo Beach would be influenced by lodging partners’ support (50% of revenue + \$1) of the TMD renewal under a 2 percent/10 year model, and asked if the ROI would actually change their mind. Davison noted that a follow-up meeting with the city managers was originally scheduled for January 24, 2019, but was cancelled and is being rescheduled. This meeting would help Visit SLO CAL understand what middle ground might look like with the city managers regarding the renewal. He also noted that he has conveyed to the city managers that the Board will allow a short delay, but that the delay can’t be eternal. Graves asked what would happen if the ROI study came back and showed that the ROI was not significant enough. Davison noted that based on their experience and the inputs needed to conduct the study, the research consultants would be able to tell us that in advance of doing the work. Arnold noted that while he doesn’t think Visit SLO CAL should be paying for an ROI study, it is necessary to convince the City of Paso Robles to support the renewal. Jamison noted that the ROI report could be valuable during the Board of Supervisors hearing process as well. The Committee asked that funds only be allocated if consensus is reached by government officials on the terms of the TMD renewal.

**ACTION:** Moved by Arnold/Jamison to recommend that the Board allow the CEO to negotiate terms of an ROI study on the tourism marketing district assessment increase and allocate up to \$40,000 for the project in the event a consensus is reached on the terms of the renewal.

**Motion carried: 5:0**

## **7. Destination Management Strategy Update**

Davison provided a progress update on the Destination Management Strategy (DMS). Christine briefed the Mayors at their January 11, 2019 Mayors Meeting and enlisted their help engaging their community stakeholders. Visioning Workshops currently scheduled for February 19-20, 2019, and invites will be going out soon. Davison noted that based on feedback from government officials, Resonance has proposed some potential modifications to the workplan. They are recommending exchanging Open Houses and an Online Forum with regional briefings of elected and community leaders in order to ensure greater buy-in amongst decision-makers. They have also recommended adding a final workshop to map roles and responsibilities for implementation for final recommendations. Davison outlined the next steps in the process and the updates to the timeline.

Public Comment – None.

Committee Discussion.

## **8. FY2018/19 Budget Re-Forecast**

Davison provided an overview of Visit SLO CAL's proposed re-forecasted budget for FY2018/19, which reflects programs that were cut or postponed during the organization's Team Planning Retreat (December 7, 2018), and re-allocated surplus funds. A significant portion of surplus funds (\$398,000) has been re-allocated to advertising to support the launch of the Dallas flight. Revenue increases reflect the adjustment for actual income received from each community through November 2018, and the trued up re-forecasted revenue for December – June, based off of a 3% increase from last year's actual receipts (same as original budget). The increased revenue number includes \$53,000 in additional prior year assessments above budget; \$163,000 in projected Unincorporated area TMD remittance with the opening of Highway 1, and \$142,000 in co-op revenue which is off-set by the associated co-op expense. Davison noted that allocation of co-op income has changed from being subtracted from the expense line item to becoming a separate "co-op revenue" line item under "income," making the programming more transparent and to keep Non-TMD funds completely separate.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Graves/Arnold to recommend that the Board approve Visit SLO CAL's FY2018/19 Budget Re-Forecast as presented.

**Motion carried: 5:0**

## **9. Marketing Update**

Davison provided an update on travel trade efforts and key marketing initiatives. He also reported out on paid, earned and owned media results, and outlined the proposed Media Plan for Dallas.

Public Comment – None.

Committee Discussion.

**ADJOURNMENT**

**ACTION:** Moved by Arnold/Jamison to adjourn at 9:28 am.