



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, April 4, 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: John Arnold, Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:30 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison asked the Committee to save the date for Visit SLO CAL's Destination Summit (formerly the Tourism Exchange) on May 9, 2019, 11:00am-4:30pm, with a reception from 4:30pm-6:00pm. Visit SLO CAL is asking that all Board members plan to attend the luncheon and general session, which is from 11:30am-1:30pm. Davison also reviewed a letter addressed to the Visit SLO CAL Board from Paso Robles City Manager Tom Frutchey in response to the revised February 21, 2019 Executive Committee Meeting Minutes.

CONSENT AGENDA

3. Approval of March 14, 2019 Executive Committee Meeting Minutes

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

Motion carried: 3:0

CEO REPORT

4. CEO Report

Davison recapped the Dallas flight launch celebration on April 2, 2019 and noted that it received media attention from several local outlets. He also noted that United is increasing its air service from Denver to San Luis Obispo to three times daily beginning in October, and is guaranteed to run through January at a minimum. Davison added that he is attending the Volaire Air Service Conference from April 24-26, 2019 and has confirmed meetings with Alaska, United, Contour, Southern and Flair. Based on the full docket of important business items facing the Board in advance of the next fiscal year, Davison

asked the Committee for feedback on extending the May Board meeting length to two-and-a-half or three hours. Davison reported out on local meetings and outlined on his travel schedule for the months ahead.

Public Comment – None.

Committee Discussion. The Committee recommended extending the May Board meeting to three hours (8:30am-11:30am).

BUSINESS ITEMS

5. Board Member Selection Process

As of July 1, 2019, the appointed Unincorporated Area seat, currently held by Sarah Maggelet, will be up for re-appointment. Visit SLO CAL is working with the County to define the process and timeline so that it can direct potential candidates to the application information. Maggelet has been notified. Davison noted that other lodging partners have expressed interest in the seat. Additionally, two at-large seats (held by Clint Pearce and Mark Eads), the RV park seat (held by Jay Jamison) and the vacation rental seat (held by Kathleen Bonelli) are up for election on July 1, 2019. All elected seats have been notified, and Visit SLO CAL will launch the formal application process by Friday, April 5, 2019 with a deadline of May 9, 2019. The Committee will review applications for these elected seats at their May 12, 2019 Meeting.

Public Comment – None.

Committee Discussion.

6. Executive Committee Seats

Davison reviewed the current Executive Committee composition, and noted that the election of Committee members is an agenda item for the May Board of Directors Meeting. The Committee seats are currently as follows: Clint Pearce – Chair; John Arnold – Vice Chair; Aaron Graves – Treasurer; Mark Eads – Secretary; and Jay Jamison – Past President. Staff is requesting that the current Executive Committee stay on for another one-year term in the effort to maintain consistency in the organization as we move through the Destination Management Strategy and into the renewal process of the Tourism Marketing District. Davison noted that the Executive Committee would need to make recommendations to the Board on the structure of the seats.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Eads to recommend that the Executive Committee and the current seats remain the same for the next fiscal year.

Motion carried: 3:0

7. CEO Annual Review

Davison noted that the Annual Review of the CEO is due in May, and he reviewed the process that the Executive Committee followed last year for this review. Last year, detailed documentation of the results of Davison's work and leadership over the past year was included in the agenda packet, and the Committee used that information to make a recommendation to the Board for his bonus. Davison asked if the Committee wished to proceed in the same manner or adjust the process this year.

Public Comment – None.

Committee Discussion. The Committee agreed to proceed with the process as outlined and used in the past years for the CEO Annual Review.

8. TMD Renewal

Davison noted that the County's legal team is reviewing the draft timeline, draft petition and draft Management District Plan (MDP), and is working toward setting up a meeting with them to discuss their input and recommendations in order to advance the petition process. Visit SLO CAL has also run a parallel course to secure the lodging lists from each community so that that information is ready when the petition process launches. Davison provided an update on the timeline for the completion of the ROI that was requested by the government leaders, as well as the next steps in the TMD renewal process.

Public Comment – None.

Committee Discussion.

9. Destination Management Strategy Update

Davison reviewed the major updates on the Destination Management Strategy planning process, including the scheduling of regional community leader briefings, a Steering Committee meeting, the approval of the Draft Recommendations at the May 15, 2019 Board of Directors meeting, and Action Planning Workshops in June. Davison reviewed the Draft Recommendations, and requested additional feedback from the Committee.

Public Comment – None.

Committee Discussion.

10. 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.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Pearce/Jamison to adjourn at 1:26 pm.