



# Minutes

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, June 15, 2016

8:30am

Avila Lighthouse Suites

550 Front Street, Avila Beach, CA 93424

#### 1. CALL TO ORDER: Jay Jamison

**PRESENT:** Kathy Bonelli, James Davison, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, JP Patel, Rachel Patranella, Val Seymour, Roger Wightman

**ABSENT:** John Arnold, Noreen Martin, Nipool Patel, Clint Pearce

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Jordan Carson

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**Call to Order at 8:32am.**

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

None.

#### ANNOUNCEMENTS

VSLOC Staff and Board Members congratulate Rachel Patranella and Brendan Pringle on each of their recent nuptials.

Board Discussion.

Public Comment – None.

#### CONSENT AGENDA

#### 3. Approval of April 20, 2016 Board Meeting Minutes Approval of April and May VSLOC Financials Line of Credit Reduction

Board Discussion.

Public Comment – None.

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

**Motion carried: 11:0**

#### CEO REPORT

#### 4. CEO Report

Becky Singh resigned at the beginning of June. VSLOC has retained a national executive search firm, focused on the DMO space, to fill the position, which has been elevated from Director to VP of Marketing.

Kylee Jepsen has given 3 months' notice and her last day will be August 5<sup>th</sup>. The Communications Manager position has been posted on the Jobs Page of the VSLOC website.

Davison provided a recap of his recent China CEO Mission with Visit California. VSLOC along with seven other California destinations, visited four cities in twelve days. He attended the Beijing International Travel Exhibition, a private meeting with China National Tourism Administration's Chairman LI, the China Southern Airlines Executive Summit, a special press conference, MOU signing and lunch, along with the Vin Expo in Hong Kong, among many other activities. This visit provided many integral takeaways in regards to future Chinese business.

Davison provided an update on the Merrill Research project from results released at the June 6, 2016 research presentation. VSLOC will provide a one-page document with key highlights for general overview in the months ahead.

Davison provided a quick recap of the 2016 Tourism Exchange held on May 6 at the Fremont Theatre. All of those in attendance offered great feedback for next year, and videos of the event are up on the VSLOC website for those not in attendance.

Board Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. 2015/2016 Year End Video**

The Board viewed VSLOC's end of year recap video, previously showcased at the 2016 Tourism Exchange in May.

Board Discussion.

Public Comment – None.

### **6. FY2016-17 Budget Update**

Davison presented the FY2016-17 annual budget. This budget does not include any items from the Strategic Plan and will likely be re-forecasted in September to reflect this.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Graves/Eads to approve FY2016-17 budget as presented.

**Motion carried: 11:0**

### **7. Strategic Plan**

Matthew from Coraggio Group presented the final draft of VSLOC's three-year Strategic Plan.

Board Discussion. JP Patel requested that an amendment be made in the Strategic Imperatives section to include advocacy for stakeholders. After Board discussion, Davison notes the proposed amendment would fit best in Strategic Imperative #5.

Public Comment – Kristin Huebner, Pismo Beach CVB, inquired about targets to measure the success of specific Strategic Imperatives. Davison noted these targets and modes of measuring will be outlined in the forthcoming Operational Plan. Joan Solu, Embarcadero 456 Inn & Suites, noted how much depth there is in VSLOC’s Strategic Plan and would hope to see mirrored plans from each municipality.

**ACTION:** Moved by Graves/Wightman to approve the Strategic Plan with the addition of stakeholder advocacy verbiage to Strategic Imperative #5.

**Motion carried: 11:0**

## **8. CEO Annual Review**

Jamison discussed the Executive Committee’s recommendation for the President & CEO’s annual review and bonus compensation of up to 10% of salary. The Executive Committee met in May and were given a list of accomplishments from the President & CEO for the past contract year. Committee felt unanimously that Davison has done a great job for the organization and proposed a full 10% bonus.

The contract for year 2 calls for an up to 20% of salary bonus. The President & CEO’s employment is through April 2017 with an auto-renew. There is an option to renegotiate, which Davison plans to exercise, and that discussion would likely need to begin in January 2017.

Board Discussion. Roger Wightman noted that each Board Member should be given the list of accomplishments ahead of time for future annual reviews. This will ensure Board Members have the details leading up to the approval.

Public Comment – None.

**ACTION:** Moved by Hamilton/Graves to approve a 10% Bonus for the President & CEO, Chuck Davison, as noted in the CEO Contract Agreement and as proposed by the Executive Committee.

**Motion carried: 11:0**

## **9. Board Member Selection Process**

The Board reviewed applications for the two at-large board seats, one vacation rental seat, and one RV seat. One unincorporated appointed seat is currently occupied by James Davison and he has submitted a letter to the county asking to be reappointed. Eads and Pearce both reapplied for their seats, Bonelli reapplied for the vacation rental seat and was the lone applicant and Jamison reapplied for the RV Park seat and he was also the lone applicant for the seat. Board reviewed new applications from Joan Solu, Embarcadero 456 Inn & Suites, and Tom Pugh, Embassy Suites San Luis Obispo, for the two at-large board seats. Under the recommendation of the Executive Committee, Davison asked the Board to reappoint the two open Board seats to current members Eads and Pearce since they had only currently served 10 months based on the passage of the TMD, and to also reappoint Bonelli and Jamison.

Board Discussion.

Public Comment – Joan Solu, Embarcadero 456 Inn & Suites, commented about being a stakeholder as a hotelier and how she would like to be considered to be a Board Member for the FY2016-17.

**ACTION:** Moved by Wightman/J. Davison to approve the re-applications for Board Seats as recommended by the Executive Committee.

**Motion carried: 10:0:3**

**Jamison, Eads, and Bonelli abstained from voting regarding their specific seats.**

## **10. Executive Committee Seats**

VSLOC staff recommended current Executive Committee remain in their respective places for continuity purposes. This committee has only been appointed for 7.5 months due to Board Member changes.

Board Discussion.

Public Comment - None

**ACTION:** Moved by Wightman/Hamilton to approve the reappointment of the Executive Committee.

**Motion carried: 9:0:2**  
**Jamison and J. Patel abstain**

### **11. Coast National Bank Line of Credit (LOC) Payoff**

VSLOC staff requested to pay-off the Coast National Bank Line of Credit remainder prior to the end of the FY2015-16.

Board Discussion.

Public Comment - None

**ACTION:** Moved by Seymour/Miller to approve the payment of remaining balance for the Coast National Bank Line of Credit prior to the end of the FY2015-16.

**Motion carried: 11:0**

### **12. Marketing Agency Update**

Davison updated the Board about the contract finalization process with VSLOC's new agency-of-record, BCF. The contract is likely to be finalized in the coming week.

BCF has been in market two times, each for a period lasting one week. During this time, they have conducted visitor intercepts, stakeholder interviews and have gathered information from the VSLOC staff. BCF will be back in market in the coming months, each time staying in a new destination. They will likely present their consolidated information at an upcoming Educational Symposium.

Board Discussion – Bonelli asked if there would be any other opportunity to supply them with information. Davison assured her that she can either send that information directly to VSLOC staff or to BCF.

Public Comment – None.

### **ADJOURNMENT**

**Meeting adjourned at 10:58am.**