



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, May 17, 2017

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jay Jamison, Sarah Maggelet, Sam Miller, JP Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Jim Hamilton, Noreen Martin, Nipool Patel

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle

Call to Order at 8:30 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison informed the Board of the news regarding the resignation of Dan Buckshi (County CAO) and Dave Buckingham (Morro Bay City Manager), and noted that Arroyo Grande's new city manager started on May 1, 2017. Sonoma County Tourism's CEO resigned May 14, 2017. Chie Evans, Executive Assistant to the President & CEO has left the Visit SLO CAL team.

Visit SLO CAL is hosting a UK Travel Trade FAM Bonfire on May 18 at 7:30pm. All Board members are invited to attend.

CONSENT AGENDA

3. Approval of April 19, 2017 Board Meeting Minutes Approval of April Visit SLO CAL Financials

Public Comment – None.

Board Discussion.

ACTION: Moved by Eads/Seymour to approve the April 19, 2017 Board Meeting Minutes as presented.

Motion carried: 9:0
J. Patel arrived after the vote.

ACTION: Moved by Wightman/Arnold to approve the April Visit SLO CAL Financials as presented.

Motion carried: 9:0
J. Patel arrived after the vote.

CEO REPORT

4. CEO Report

Davison reported out on the success of Amgen Tour of California.

Davison thanked the Board members who attended VSC's annual Tourism Exchange on May 11, 2017 and noted that more than 170 attended the event, and the team received great feedback from those who attended. Several media outlets covered the event, and the videos and presentations from the event will be available online in the coming weeks.

VSC's bi-annual Advisory Committee Meeting is set for June 1, 2017 from 3:00pm-5:00pm at the Avila Lighthouse Suites. All Board members are encouraged to attend.

Davison and Burnham attended Visit California's Silver Anniversary Celebration on May 3-4, 2017, along with Mayor Steve Martin and several members of the SLO CAL tourism community.

Davison reported out on the Black Diamond UK/Ireland Travel Trade and PR Mission from April 23-29, 2017, which he attended with Wambolt.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

5. FY2017/18 Budget

Davison presented the FY2017-18 annual budget, which was recommended for Board approval by the Executive Committee on May 15, 2017.

Public Comment – None.

Board Discussion.

ACTION: Moved by Pearce/Eads to approve the FY2017/18 Budget as presented and moved by the Executive Committee.

Motion carried: 11:0

6. Email Policy Update

The California Supreme Court has determined that district-related communications sent to private emails, or text messages sent to private cell phones, are considered public records and subject to disclosure upon request. VSC has contracted with CIVITAS to update our Record Retention Policy. Under this policy, VSC directors, officers, employees, volunteers or agents are required to copy "records@slocal.com" on all email messages regarding VSC business. This would not be required on

emails that don't include VSC officials or employees – such as a Board member forwarding communications to a city manager. This policy was recommended by the Executive Committee for Board approval on May 15, 2017.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Arnold to approve the updates to the Document Retention Policy as presented and moved by the Executive Committee.

Motion carried: 10:0

7. Board Member Selection Process

Hamilton's County appointed seat was approved for renewal, as was N. Patel's City of San Luis Obispo appointed seat. VSC is still waiting for approval on J. Patel's Atascadero appointed seat and Seymour's Morro Bay appointed seat. Three applications were received for Martin's current at-large seat: Aaron Graves (who currently holds the designated B&B seat), Melissa Colon and Lori Keller. Davison disclosed that Keller's application was submitted after the May 1 deadline. The Executive Committee unanimously recommended Lori Keller for Board approval on May 15, 2017. Keller is currently on the Marketing Committee and would also act as a liaison to the Board from that committee, if approved.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Graves to elect Lori Keller to the Board of Directors as moved by the Executive Committee.

Motion carried: 10:0

8. Board Liaison Community Meeting Update

Davison provided an update on his recent Board Liaison Community Meetings with Grover Beach (May 12), Paso Robles (May 12) and the County of San Luis Obispo (May 15), and noted his upcoming meetings with Pismo Beach (May 17), Atascadero (May 19) and the City of San Luis Obispo (July 6).

Public Comment – None.

Board Discussion.

9. Conference Center Feasibility Plan Update

The Countywide Conference Center Market Study was released on May 8, 2017 to constituents, municipalities and the media. This release received press coverage from The Tribune and resulted in an interview on KVEC's Dave Congalton show on May 9, 2017. VSC is awaiting feedback from the individual communities following the Board Liaison Community Meetings.

Public Comment – None.

Board Discussion.

10. Marketing Update

VSC is working with BCF to finalize the FY2017/18 Marketing Plan, which will be presented to the Marketing Committee on June 13, 2017 and to the Board for approval on June 21, 2017. The Board viewed the 7-page advertorial co-op that was published in the May issue of Alaska Airline's *Beyond* Magazine. Website traffic continues to rise, exceeding 500,000 visitors in the month of April. Not all of this traffic was the result of paid advertising, and metrics show Denver and Seattle in the top 3 markets contributing to this traffic. Also, the YTD increase in organic web traffic to destination pages ranges from double to triple digits.

Public Comment – None.

Board Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)

Jamison announced the Closed Session item listed below.

11. CEO Annual Review

CLOSED SESSION REPORT

During open session, Jamison announced that the Board approved the CEO Annual Bonus at 20 percent, as outlined in the employment agreement, and as moved by the Executive Committee.

ADJOURNMENT

Meeting adjourned at 10:24am.