



# MINUTES

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## Visit SLO CAL Board of Directors Meeting

### Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, January 19, 2022

8:30am-10:30am

Inn at Morro Bay, 60 State Park Rd, Morro Bay, CA, 93422

#### 1. CALL TO ORDER: Hemant Patel

**PRESENT:** Jed Bickel, Bryan Bonelli, Jim Hamilton, Aaron Graves, Matt Wilkins, Jay Jamison, Amit Patel, Hemant Patel, Victor Popp, Mark Eads, Clint Pearce, Nipool Patel (arrived shortly after call to order)

**ABSENT:** Alma Ayon, Sam Miller, Toni LeGras

**STAFF PRESENT:** Chuck Davison, Cathy Cartier, Emily Rudge

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

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

None.

#### ANNOUNCEMENTS

Davison announced that the annual bash for the board and marketing committee will be held on the evening of May 5, and the upcoming March Board of Directors meeting to be rescheduled to March 23.

#### CONSENT AGENDA

3. Approval of November 17, 2021 Board of Directors Meeting Minutes
4. Approval of November 2021 Visit SLO CAL Financials
5. Approval of December 2021 Visit SLO CAL Financials

**ACTION:** Moved by Bickel/Pearce to approve the Consent Agenda.

**Motion carried: 12:0**

#### CEO REPORT

#### 6. CEO Report

Davison noted that Visit SLO CAL has received full forgiveness for the paycheck protection program loan, in the amount of \$151,056. Davison provided an update on the finalized state redistricting map which will result in SLO County being split, with part of the Northern County shifted to Monterey County, and will move Nipomo into Santa Barbara County. Davison shared a recap of the CalTravel Board Meeting which was held in the beginning of December at Hotel SLO, featuring 80

leaders from around the state, including Senator Laird, and 61 attendees at the PAC Dinner at Luna Red. Davison shared several new staffing announcements- Jessie Borchin, Office Manager, David Fields, VP of Finance & Operations, as well as the introduction at the board meeting of Tracy Campbell, the new VP of Community Engagement & Advocacy and Adam Zarrin, Senior Director of Public Policy & Advocacy. Davison shared the 3 open positions currently available- Partner Engagement Manager, Director of Marketing, and Director of HR. Davison provided an air service development update pertaining to a \$17 million RFP that is available. Davison noted several upcoming travel dates including the rescheduled Visit California Mexico City CEO Mission which will now take place on March 14-16, resulting in the rescheduling of the March Board of Directors meeting to March 23. Davison shared the upcoming plans to attend the Visit California Outlook Forum and Poppy Awards in San Francisco on February 14-16 in which Visit SLO CAL, Visit Grover Beach, and Travel Paso are all Poppy Award Finalists. Davison is also set to attend the CalTravel Winter Board Meeting on February 23-24 in Oceanside, CA.

Public Comment – None.

Board Discussion.

## **BUSINESS ITEMS**

### **7. Culture Update**

Cartier shared an update on Visit SLO CAL's ongoing efforts to enhance and improve company culture as they continue to work with Tammy Canavan from FiredUp Culture. Cartier shared a recap on the full-day offsite retreat on December 6 in which the team evaluated what had changed since the last offsite in September, and worked to identify and establish their 6 top commitments: trust, respect, having fun, be strategic in projects, collaborating with the community, and effective communication. Cartier shared the next steps which include another team offsite on March 9 in addition to ongoing weekly team culture meetings.

Public Comment – None.

Board Discussion.

### **8. Experience SLO CAL 2050 Update**

Davison provided an update on the completion of the first Events and Festivals Phase 1 working group on November 30 which resulted in the proposal of a name change from MOU to "commitment to collaborate and implement an events and festivals strategy." Davison requested the board's approval on the proposed name and language change, and noted that agenda packet includes the final version of the document. Davison shared that all communities except one have agreed on the new language proposed. Davison noted the next steps regarding the various agency proposals received for the Phase 2 scope of work, to be presented in the February Executive Committee meeting. Davison shared an update on the Customer Service Training Initiative which will have a second learning session on February 3, and destination partners to be engaged on the local expert portion of the training in the next few months.

Public Comment – None.

**ACTION:** Moved by N. Patel/A. Patel to approve the document change from MOU to Commitment to Collaborate verbiage.

**Motion carried: 12:0**

### **9. FY 21/22 Budget Re-forecast**

Davison provided an update on the mid-year budget reforecast which is through June 30, 2022 and includes budget items pertaining to revenue, expenses, total operating income, prior years surplus, professional services, staffing, rent, industry research and resources, travel trade, marketing (advertising and digital), engagement and advocacy.

**ACTION:** Moved by Jamison/Bickel to approve FY 21/22 Budget reforecast.

**Motion carried: 12:0**

## **10. Travel Trade & Marketing Update**

Davison shared an update on the completion of the Xplorit Virtual Experience which is now live, the recent CalSAE conference in December which Kyla Boast attended and generated 96 sales leads for lodging investors. Davison highlighted 3 new meeting and conference blogs which are live on the website as well as content to be distributed through email marketing campaigns from January- March 2022. Davison noted the upcoming GoWest conference in Reno on February 13-16 which will be attended by Visit SLO CAL. Cartier provided an update on the mid-year completed scope of work as well as plans for upcoming projects to be completed. Cartier highlighted January being Restaurant Month which currently has 42 participating restaurants with paid advertising featured in The Tribune, KSBY, and the New Times SLO. Cartier noted that staff is currently reevaluating if next year they will shift to a focus on ongoing culinary focus throughout the year rather than one month per year dedicated to being restaurant month. Cartier highlighted the newly printed annual SLO CAL Visitor's Magazine and shared copies with the board. Cartier mentioned that the magazine features 3 trail maps, 7 custom itineraries, a wine tasting 101 article, and many pages of QR code accessibility, along with a digital magazine component as well. Cartier shared the website redesign launch, upcoming media FAMs, the upcoming SLO CAL Open which will be in Pismo Beach and Morro Bay in January and February, and the announcement of the Spartan Race taking place on March 12-13.

Public Comment – None

Board Discussion.

## **ANNOUNCEMENT OF CLOSED SESSION ITEM**

### **11. Employee Departure**

#### **CLOSED SESSION REPORT**

No action was taken by the Board during Closed Session.

Upcoming agenda items were noted.

## **ADJOURNMENT**

Adjourned at 10:08 AM.