



MINUTES

Visit SLO CAL Board of Directors Meeting

Visit SLO CAL Annual Board of Directors Meeting Minutes

Wednesday, May 18, 2022

8:30am-10:30am

Embassy Suites, 333 Madonna Rd, San Luis Obispo, CA, 93401

1. CALL TO ORDER: Hemant Patel

PRESENT: Bryan Bonelli, Jim Hamilton, Alma Ayon, Toni LeGras, Aaron Graves, Jay Jamison, Amit Patel, Hemant Patel, Victor Popp, Mark Eads, Clint Pearce, Jed Bickel

ABSENT: Sam Miller, Nipool Patel, Amar Sohi

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge, David Fields, Tracy Campbell

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison thanked the Board of Directors for their attendance at the Annual Bash and announced that the Annual Bash gifts would be distributed at the end of the meeting, which featured all local SLO CAL Crafted Certified products. Davison gave a reminder of the Advisory Committee Meeting being held the next day at 3:30 PM. Davison announced the resignation of two Board members who have decided to retire; Alma Ayon and Jay Jamison. Davison thanked Ayon for her 4 years of service, and Jamison for his 7 years of service, and presented them both with plaques to show Visit SLO CAL's appreciation for their time. Davison introduced the full Visit SLO CAL team and thanked them for their attendance at the Annual Board Meeting.

CONSENT AGENDA

1. Approval of March 23, 2022 Board of Directors Meeting Minutes
2. Approval of March 2022 Visit SLO CAL Financials
3. Approval of April 2022 Visit SLO CAL Financials
4. Re-approval of Public Policy Platform
5. Re-approval of EDI Statement
6. Appointment of FY 2023 Marketing Committee Seats

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

Motion carried: 12:0

CEO REPORT

3. CEO Report

Davison noted that several additional items from the CEO report were sent in the digital agenda packet in order to provide more time during the meeting. Davison shared the April STR Report data, noting that the numbers did pace higher up than expected and were consistent throughout the county, with some softening in certain weeks. Davison shared the FY 2023 Board of Directors meeting schedule, noting that calendar invites will be sent out soon, and mentioned that the September or November Board of Directors meeting will be held in the new office space. Davison provided an update on the office move, sharing that the contractors are still targeting a June 1 ready-date, and the first work day for the Visit SLO CAL team in new office is June 8. Davison noted that almost all the future Visit SLO CAL Meetings are to be held onsite. Davison announced that all funding for the office move and new office FFE will come out of non-TMD funds. Davison thanked the participants of the April 22 Federal Roundtable meeting with Congressman Carbajal, where certain issues were addressed such as: Travel Restrictions on International Markets, Pilot Shortages and Federal Funding for Airports (American Rescue Plan Act of 2021), Customs Agent Addition at San Luis Obispo County Regional Airport, Electric Vehicle Charging Standards and Infrastructure, Federal Employee Per Diem Lodging Rate Review/Adjustment. Davison highlighted other advocacy efforts being led by Tracy Campbell and Visit SLO CAL such as the upcoming June 10 Lodging Owner briefing with Jordan Cunningham, a potential briefing with State Senator John Laird, a recently submitted letter of support and testimony for the Cambria Christmas Market Permit Extension, a letter of support for the City of Arroyo Grande's Community Funding Project for the swinging bridge, and several proclamations to celebrate National Travel & Tourism Week (May 1-7) from both the County Board of Supervisors and multiple City Councils. Davison noted upcoming CEO travel.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

4. Board Member Selection Process

Davison highlighted the recent Board Member Selection Process, noting that the application process was open from April 4 – 29. Visit SLO CAL received one request for re-appointment, four elected seats reapplied, 3 new applications, and two resignation notices. Davison noted that Toni LeGras, who holds the County Appointed Seat, wishes to renew and submitted a letter to the District of Supervisors, and noted that the City of SLO seat is now vacant due to Matt Wilkins resigning from LA Cuesta Inn. Davison noted that the upcoming SLO TBID meeting should help determine who will fill that seat. Davison noted the newly vacant seats due to Alma Ayon and Jay Jamison's retirement, the B&B seat and the RV Park seat, respectively. Davison reviewed the elected seat applicant renewals: Bryan Bonelli (vacation rental seat, Paso Robles), Mark Eads (at large seat, Pismo Beach), Nipool Patel (at large seat, San Luis Obispo), Clint Pearce (at large seat, San Luis Obispo). Davison noted the 3 vacant seats, two of which are at large, and one which is the Arroyo Grande appointed lodging seat. With no applications received, Davison suggested holding the RV Park seat and B&B seat vacant until the September or November Board meeting so that viable candidates and applications can be reviewed. Davison also reviewed the new applicants: Hamish Marshall, AUZCO Developments; Ian Pullan, VP of Asset Performance for KSL Resorts; Britten Shuford, PRG Hospitality Group. At their May 12, 2022 meeting, the Executive Committee recommended re-electing Bryan Bonelli, Mark Eads, Nipool Patel, and Clint Pearce, and Toni LeGras. The Executive Committee also recommended to elect Britten Shuford and Hamish Marshall to the two vacant seats.

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Popp to re-elect Toni LeGras as the appointed seat for the County of San Luis Obispo for consideration by the Board of Supervisors, as recommended by the Executive Committee.

Motion carried: 12:0

ACTION: Moved by Ayon/LeGras to re-elect Bryan Bonelli, Mark Eads, Nipool Patel, Clint Pearce to the open elected seats on the Visit SLO CAL Board, as recommended by the Executive Committee.

Motion carried: 12:0

ACTION: Moved by Graves/Pearce to elect Hamish Marshall and Britten Shuford to the two remaining open seats on the Visit SLO CAL Board, as recommended by the Executive Committee.

Motion carried: 12:0

5. Executive Committee Seats

Davison outlined the current structure of the Executive Committee: Chair- Hemant Patel; Vice Chair- Aaron Graves; Secretary- Mark Eads; Treasurer- Amar Sohi; Past Chair- Clint Pearce. New seats, once appointed, would be effective July 1, 2022 for FY 2023. At their May 12 meeting, the Executive Committee recommended the following slate: Chair- Aaron Graves; Vice Chair- Amar Sohi; Secretary- Mark Eads; Treasurer- Clint Pearce; Past Chair- Hemant Patel. Davison requested additional nominations from the Board.

Public Comment – None.

Board Discussion. Graves noted he felt honored to be considered for the Chair and he truly believes in Visit SLO CAL. Hamilton thanked the Executive Committee for their valuable contributions and noted the Board relies on them a lot. No additional nominations were put forward.

ACTION: Moved by A. Patel/ Hamilton to appoint Aaron Graves as Chair, Amar Sohi as Vice Chair, Mark Eads as Secretary, Clint Pearce as Treasurer, and Hemant Patel as Past Chair.

Motion carried: 12:0

6. Business and Marketing Plan

Davison noted that the draft FY 2023 Business & Marketing Plan was included in the digital agenda packet for review in concept, and that minor final updates will be made to the plan after Board approval and prior to publication. Davison noted that the FY 2023 plan includes four organizational objectives aligned with the four imperatives in SD 2023, and key results associated with each objective which ladder down to the department and individual objectives and key results (OKRs). Cartier outlined Visit SLO CAL's marketing strategies such as noting the primary and secondary audiences, the storytelling framework behind campaigns such as The Land Of..., the House of Brands, and SLO CAL Crafted. Cartier highlighted the approaches for FY 2023 paid media performance, owned media, earned media, and PR. Cartier shared the planned approach for Partnerships and Events. Davison shared the planned approach for Sales, Experience SLO CAL 2050, EDI & Advocacy. Davison noted that the Marketing Committee recommended approval of the Plan at their May 10, 2022 meeting, and the Executive Committee recommended approval of the Plan at their May 12, 2022 meeting.

Public Comment – None.

Board Discussion. Graves shared his appreciation to the Visit SLO CAL Team for their significant contributions to such a large task and thanked the team for their efforts. Popp commented that there are several people he plans to pass the Plan along to.

ACTION: Moved by Eads/Popp to approve the FY 2023 Business and Marketing Plan, in concept, as presented and recommended by the Executive Committee.

Motion carried: 12:0

7. Review of FY 2022/23 Budget

Fields presented the proposed FY 2023 annual budget, including three (3) additional staff positions, and walked the Board through revenue projections and expenses by department. Fields highlighted a TMD revenue of \$9,007,192, with estimated growth as 4% over FY 2022 actuals for July – October.

Public Comment – None

Board Discussion. Graves shared that he loved seeing the size and growth of the organization but can understand the need for more help to scale the growth. Jamison commented that looking back to when the district started, he never imagined this direction and growth, and that the upcoming Advisory Committee meeting will be a good opportunity to drive the growth even more.

ACTION: Moved by Hamilton/Pearce to approve the FY 2023 budget as presented and recommended by the Executive Committee.

Motion carried: 12:0

8. Travel Trade & Marketing Update

Cartier provided an update on the recent approval given by the Executive Committee to increase media spending from May 16 through June 30 with the utilization of two partners, Sojern and Expedia. This increase is due to the recent softening of lodging rooms sold dating back to March. The estimated Sojern ROI is 43,200 rooms, and the Expedia ROI is estimated to be a 4:1 revenue to ad spend. Cartier shared a recap of AAPI month and reminded the Board that this week is Craft Beer Week.

Public Comment – None

Board Discussion.

Davison noted the next Board of Directors meeting will take place on September 21, 2022, with the location to hopefully be in the new office.

ADJOURNMENT

Adjourned at 10:25 AM.