



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Tuesday, August 13, 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, Aaron Graves, Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of July 3, 2019 Executive Committee Meeting Minutes

4. Approval of June/Year-End Financials

5. Approval of Visit SLO CAL Employee Handbook Updates

6. Ratification of Victor Popp's Appointed Seat

Davison outlined the major updates to the Employee Handbook, including changes to the Holiday Policy, Floating Holiday Policy and Vacation Policy.

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

7. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for June 2019 vs. June 2018. He reported out on the Destinations International Annual Convention (July 23-25, 2019), and outlined key takeaways. During the Convention, he officially received his Certified Destination Management Executive (CDME) credential, which DI considers the industry's highest educational achievement. He is also the only CDME in the County, which speaks to the value Visit SLO CAL brings to this industry. He reported out on the DMA West Leadership Summit (July 29-31, 2019), which Visit SLO CAL hosted. Davison participated in several sessions, and Visit SLO CAL organized activities and facilitated a bonfire at the Oceano Dunes during the event. Davison also reported out on local meetings and his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

8. Executive Committee Seat

With the appointment of Mark Eads to Vice Chair of the Executive Committee, the position of Secretary is vacant. As a recently elected member of the Executive Committee, Hemant Patel does not currently occupy an officer seat on the Committee. Staff recommended the appointment of Hemant Patel to the position of Secretary.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to recommend that the Board appoint Hemant Patel as Secretary of the Executive Committee.

**Motion carried: 4:0:1
Patel abstained.**

9. Air Service Development

On September 4, in conjunction with the Airport, Visit SLO CAL will announce its next new air service market with flights beginning in January 2020. Davison noted that the Board will receive a flight announcement invitation in the coming weeks. He also noted that the estimated spend to activate the new markets will be \$450k, but that the final recommendations will be presented at the September Executive Committee and Board meeting for recommendation to the Board at their September meeting. Advertising would begin October 1, 2019. Volaire is looking to hold their annual air service conference in SLO CAL. The event is currently out to RFP with properties in Pismo Beach, San Luis Obispo and Paso Robles. The September Board agenda will include a sponsorship opportunity to host this conference as the event is finalized.

Public Comment – None.

Committee Discussion.

10. CLIA Membership

Over the past few months, Visit SLO CAL has had conversations with California Lodging Industry Association (CLIA) on providing annual membership for all SLO CAL hotels. Davison outlined CLIA's mission, and noted that CLIA produced an MOU for a mutually beneficial partnership, which could provide some added value for SLO CAL's smaller and midsize lodging properties. He outlined the terms, including the membership benefits for SLO CAL hotels and the benefits for CLIA, and requested feedback from the Committee.

Public Comment – None.

Committee Discussion. The Committee was concerned with the relevance of CLIA and that much of the work would be on Visit SLO CAL staff to increase CLIA's engagement with the lodging community, something CLIA should be responsible for. They asked Davison to vet the MOU further with CLIA on the value for SLO CAL's smaller and midsize lodging properties, CLIA's work to engage the community, discuss the possible partnership with local hoteliers who currently have membership with CLIA, and bring it back as a business item on the September Executive Committee agenda.

11. Advocacy Plan

Davison outlined the purpose of Visit SLO CAL's Advocacy Plan and how it ties back to Strategic Direction 2020. He outlined Visit SLO CAL's Public Policy Platform and the criteria on times when the organization will take action without first seeking Executive Committee approval, and what benchmarks need to be achieved in order to do that. He noted that for advocacy in support of, or in opposition to, specific legislative or regulatory measures not clearly articulated in the Public Policy Platform, staff will first bring the issue to the Executive Committee for a vote on a support, neutral with comments, oppose, or no action position. All action will be reported to the Board of Directors at their next regularly scheduled meeting. Davison noted that it will be important to determine what key influential groups or messengers are available and willing to help advance the advocacy initiatives, and which messages they are most prepared to advocate on. He also outlined the key success metrics.

Public Comment – None.

Committee Discussion. The Committee requested that the Advocacy Plan state that Visit SLO CAL should only take action on an issue, without prior approval, when there is not the opportunity to put the item before the Executive Committee beforehand.

ACTION: Moved by Graves/Eads to recommend Board approval of the Advocacy Plan, as amended with noted changes.

Motion carried: 5:0

12. TMD Renewal Update

Davison noted that the County released the Tourism Marketing District petition on Thursday, August 1, 2019. Since then, Visit SLO CAL has collected 37 petitions, 4 of which were received by the County, but not forwarded to Visit SLO CAL. Davison listed the properties in each community that have signed petitions and outlined the next steps in the process. He also outlined the upcoming meeting schedule and thanked Hemant Patel for the collection of 13 signatures over the last week. He requested the support of the Committee in making phone calls, attending meetings with lodging partners to obtain signatures and collecting lodging petition signatures, and asked if there are lodging petition signatures that each Committee member can secure in their community.

Public Comment – None.

Committee Discussion. Committee members committed to outreach in the coming week.

13. 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, and noted the launch date of the FY19/20 ad campaign.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Pearce/Jamison to adjourn at 1:21 pm.