



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, December 16, 2019

11:30am

Visit SLO CAL Conference Room
1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: Mark Eads, Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Visit SLO CAL's Beginning of Year Bash is happening Tuesday, January 14, 2020 from 5:30-7:30pm at 1865 Craft House & Kitchen. The Bash will coincide with the last Board of Supervisor hearing for the TMD renewal. Davison asked the Committee to RSVP to Brendan Pringle.

CONSENT AGENDA

3. Approval of November 14, 2019 Executive Committee Meeting Minutes

4. Approval of November Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 3:0

CEO REPORT

5. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for October 2019 vs. October 2018, as well as the Visitor Volume report for Q3-2019. He noted that the San Diego flight launches January 7, 2020 and that Visit SLO CAL is partnering with Travel Paso and the CBID on a San Diego media familiarization (FAM) tour in conjunction with the launch. On December 4, 2019,

Davison met with Kevin Bumen, SLO County Regional Airport, to outline an air service development strategy for 2020, and that plans include three airline HQ meetings and two conferences. He reported out on the key takeaways from Destinations International's Board Meeting in Washington, D.C. on December 11-12, 2019, as well as his meeting with Congressman Salud Carbajal, which occurred while he was in D.C. He provided an update on staffing, noting that Lisa Verbeck, Director of Marketing, The Americas, for Tourism Australia, has been hired as Visit SLO CAL's new CMO, with a start date of January 13, 2020. Brooke Burnham will continue to serve as VP of Marketing until December 20, 2019. He updated the Committee that Visit SLO CAL's current Marketing & Brand Manager, Jordan Carson, has accepted an offer as an Account Manager for AMF Media Group and will be leaving the team on December 27, 2019. He provided an update on the open Communications Manager, Sales Manager and Marketing & Brand Manager roles, and noted that Marc Nieporte joined the team on December 9, 2019 as Office Coordinator. He also reported out on local meetings and outlined his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Coraggio Group Engagement Update

Davison noted that staff has been working to align calendars with Coraggio Group on the timeline for the components of its Board-approved three-phase engagement, discussed in November. He noted that Coraggio Group has agreed to facilitate the postponed Advisory Committee Meeting discussion. Coraggio has recommended that the Strategic Planning Team (SPT) be made up of key staff members, Board members and possibly other community representatives, and will meet several times during the process to arrive at the elements of the plan. He reminded the Committee of the composition of the last Strategic Planning Team. Davison emphasized the importance for the SPT to consistently attend planning meetings, and that the time commitment is estimated at 24 hours in total. He requested committee feedback on the composition of the SPT during Committee Discussion. He also outlined the calendar for each component of the three-phase process.

Public Comment – None.

Committee Discussion. The Committee noted that it would be helpful to create a matrix of the key segments that should be represented. Davison responded that he would work with Coraggio on this process and finalize prior to the kick-off meeting.

7. TMD Renewal Update

Davison reminded the Committee that more than 600 signed petitions have been collected since the August 1, 2019 petition release, with countywide petitions received in support totaling 73.18 percent (a super-majority). He noted that the County will not be adding future petitions to the total percentage since the required threshold has already been exceeded. He provided an update on recent Board of Supervisors Hearings. Consent was received during the first Board of Supervisors (ROI) hearing on November 19, 2019, and no members of the public came forward during Public Comment for the second protest hearing on December 10, 2019. Nichole Farley of Civitas attended the meeting for legal support. It was noted that 81 written protests were submitted to the County prior to the meeting. The final Board of Supervisors hearing will occur on January 14, 2020. Staff will not give a formal presentation at the meeting, but will be in attendance to answer any questions and frame discussions. John Lambeth, President & CEO of Civitas, will be in attendance for legal support. Staff will solicit calls from community leaders to the BOS to remind them of the importance of their approval the week prior to the final hearing. Davison asked that the Committee plan to attend this meeting.

Public Comment – None.

Committee Discussion.

8. Visit California – California Welcome Center Proposals & Next Steps

Davison provided an update on the Visit California – California Welcome Center (CWC). He noted that an RFP was sent to all local DMO/destination partners on November 20, 2019, with a due date of December 6, 2019. Three communities submitted proposals, and the proposals received are a broad representation of the county (North County, South County and North Coast). Each of the proposed sites is also two minutes or less from Highway 101 or Highway 1. Davison outlined the proposals received from Morro Bay Tourism Bureau (in conjunction with the Morro Bay Chamber); Visit Atascadero (in conjunction with the Atascadero Chamber of Commerce); and the South County Chambers of Commerce. He also outlined next steps, which include further staff review and analysis of the proposals and the opportunity for each destination partner to give an in-person pitch in January. He noted that \$37,500 of the sponsorship will be included in the Budget Re-Forecast that will go before the Board at the January meeting. Visit SLO CAL will also work to develop a sponsorship contract and will ask the Board to make a decision in January. Staff will then work with each local community and Visit California on a timeline to reopen the CWC. Davison reminded the Committee that Visit California would make the ultimate decision, but that Visit SLO CAL can include requirements based on its sponsorship.

Public Comment – None.

Committee Discussion.

9. President & CEO Contract Renewal

Davison noted that his current contract is set to expire on April 30, 2020 and that he would like to finalize the process prior to the end of February in the event that a mutually agreeable agreement cannot be reached. Davison proposed using Mike Gamble, President & CEO of Searchwide, as a non-biased contract negotiator between the Executive Committee and himself. He noted that Gamble has agreed to provide compensation analysis and has offered to discuss it with the Board via phone at no charge. Davison also proposed, once an agreement has been reached, having Visit SLO CAL's attorney draft the updated final agreement.

Public Comment – None.

Committee Discussion. The Committee expressed their interest in Davison remaining in his role as President & CEO. They discussed the options and benefits of using a negotiator and agreed that Mike Gamble would be able to provide not only necessary comp data, but also what other CEO contracts look like and the cost of replacing Davison in the event an agreement could not be reached. Pearce asked Davison to connect him with Mike Gamble for future discussion.

10. Marketing Update

Davison provided an update on travel trade efforts, partnership and events updates, and key marketing initiatives, and he reported out on paid, earned and owned media results.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Adjourned at 12:51 pm.