



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, January 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, Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison reminded the Committee that 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.

CONSENT AGENDA

3. Approval of December 16, 2019 Executive Committee Meeting Minutes

4. Approval of December Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

5. CEO Report

The final Board of Supervisors hearing for the TMD renewal occurs on January 14, 2020. Based on the agenda, Visit SLO CAL is estimating that the item will be heard at around 10:30am. Davison noted that John Lambeth of Civitas will be in attendance, and Visit SLO CAL will not be giving a formal presentation, but that staff will be in attendance to answer any

questions and frame discussions. Visit SLO CAL is requesting that all Board members attend the meeting to show support for the renewal and appreciation for the Board of Supervisors' vote of confidence. Davison reviewed U.S. Travel's Travel Trends Index for November 2019 vs. November 2018. He provided an update on the San Diego flight launch event on January 7, 2020, noting that the event was well-attended by local media, strategic partners and stakeholders. He also reported out on local meetings and outlined his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. FY2019/20 Budget Re-Forecast

Davison provided an overview of Visit SLO CAL's proposed re-forecasted budget for FY2019/20, which reflects programs that were postponed or cut based on capacity, new positions approved by the Board and the allocation of surplus revenue. Revenue changes reflect the adjustment for actual income received from each community through November (-\$17,813), the trued up re-forecasted revenue for December-June, based on the estimated TMD revenue from properties that opened after the FY2019/20 budget was approved (\$114,422), and the allocation of reserve funds (\$431,136), as approved by the Board. The allocation of reserve funds includes \$400k allocated to support the San Diego and Portland flight launches and \$31,136 allocated for the immediate hiring of a sales manager role (post re-forecast approval).

Public Comment – None.

Committee Discussion.

ACTION: Moved by Patel/Jamison to recommend that the Board approve Visit SLO CAL's FY2019/20 Budget Re-Forecast as presented.

Motion carried: 4:0

7. Board Member Nominating Committee

In accordance with the Bylaws, the Board must create an ad hoc nominating committee as needed when considering the nominations of elected seats. Executive Committee members can serve on the ad hoc nominating committee, which isn't subject to the Brown Act. Staff would like to recommend having the Executive Committee members serve on the nominating committee, which would provide a slate to the Board for the next election of Board seats.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Eads/Patel to recommend that the Board appoint Clint Pearce, Mark Eads, Aaron Graves, Hemant Patel and Jay Jamison to an ad hoc board member nominating committee.

Motion carried: 4:0

8. Coraggio Group Engagement Update

Davison noted that staff has been working with Coraggio Group on draft recommendations for the composition of the Strategic Planning Team (SPT). He outlined the recommendations, noting that they provide a mix of lodging partners by lodging type, diversity and geographic representation, and also include both leadership and frontline staff from the Visit SLO CAL team. He outlined the calendar for each component of the strategic planning process, and requested Committee feedback on the composition of the SPT during Committee Discussion.

Public Comment – None.

Committee Discussion.

9. Destination Management Strategy Implementation & Next Steps

Davison reminded the Committee that the Visit SLO CAL Board has approved the final Destination Management Strategy (DMS) document and the Work Plan in concept, and that at the November 2019 Board of Directors meeting, members asked staff to review additional naming options for the publication of the strategy. Staff is now working to develop a plan to engage community leaders and partners in implementation. Davison noted that the DMS name originally proposed to the Board was “Experience SLO CAL 2050” (with “A Destination Management Strategy” as the subtext), and that staff has added “Destination SLO CAL 2050” (with the same subtext) as an additional option. Once the name is finalized, the DMS will be published on SLOCAL.com. Visit SLO CAL will host four community leader meetings to understand which recommendations partners see themselves engaging in, and will ask the city managers to help develop the invitation list. The DMS recommendations will come back to the Board in March for prioritization, in advance of FY20/21 budget development. Visit SLO CAL will then host a countywide forum, which will officially launch the DMS implementation and invite community participation in the implementation of the strategy. After the forum, staff will ask the Board to appoint a standing DMS Committee to review the progress of implementation biannually and report back to the Board of Directors. As a proven partner in the creation of the DMS, Visit SLO CAL has asked Resonance for a proposal to facilitate the four community leader briefings (Q1-2020) and countywide forum (Q2-2020). Davison noted that having Resonance facilitate the meetings would reinforce that the plan is not entirely owned by Visit SLO CAL, but rather by the broader community.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Eads to recommend that the Board allow the President & CEO to finalize an agreement with Resonance Consultancy to facilitate four community leaders briefings and a countywide forum.

Motion carried: 4:0

10. 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). The three interested parties gave an in-person pitch to Visit SLO CAL staff. Davison noted that staff will not make a recommendation to the Board, to avoid creating additional frustration with local partners who are not chosen and will instead allow the Board to form their own conclusions. He highlighted the key details from each proposal and presentation, and outlined key next steps. He noted that the Visit SLO CAL Board will be asked to select one of the proposals to fund at their January 15, 2020 meeting, and that \$37,500 of the sponsorship is included in the Budget Re-Forecast for the remainder of FY2019/20, which allows for the sponsorship to begin in February. After the Board selects a partner, Visit SLO CAL staff will introduce the selected partner to Visit California (VCA) for contract negotiations, as the managing entity will hold the contract with VCA.

Public Comment – None.

Committee Discussion. The Committee agreed that it was best to let the Board of Directors make a decision without the recommendation of the Executive Committee.

11. 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.

12. President & CEO Contract Renewal

Mike Gamble, President of Searchwide, called in to the meeting as a resource to the Committee, providing feedback on salary and contract term comparatives. Pearce distributed copies of compensation survey results from the tourism industry that were provided by Searchwide for the Committee's reference. Pearce reminded the Committee that Visit SLO CAL will have a special Board meeting in February to review the President & CEO contract terms.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Adjourned at 1:30pm.