



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Thursday, February 13, 2020

3:00pm

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, Clint Pearce

**ABSENT:** Hemant Patel

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

**Call to Order at 3:05pm.**

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

None.

#### ANNOUNCEMENTS

None.

#### CONSENT AGENDA

#### 3. Approval of January 13, 2020 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0:1  
Graves abstained.**

#### CEO REPORT

#### 4. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for December 2019 vs. December 2018. He noted that Visit SLO CAL has returned its TMD contract with the County for countersignature, and noted the major changes from the previous agreement. He provided the initial metrics from the SLO CAL Open at Pismo Beach. He recapped Visit California's update on the impact and expected rebound in China visitation from the coronavirus. Visit California is prepared to re-engage quickly after the coronavirus breaks, as they believe there will be pent-up demand for travel. He noted that in partnership with Jack

& Jill Late Stage Cancer Foundation, Visit SLO CAL hosted Tiffani Kintchen, a patient with late stage colon cancer, and her family, for a “WOW” Experience in SLO CAL, complete with an action-packed itinerary. He thanked Martin Resorts, who donated accommodations, and other partners who donated or provided discounts on meals and activities. He recapped takeaways from Visit California’s Committee Meetings and Outlook Forum, February 9-11, 2020, and noted that Visit SLO CAL was one of only eight participants invited to a special CEO Roundtable meeting with Oscar Munoz, CEO of United Airlines, to discuss air service. He added that this was a great opportunity in advance of Visit SLO CAL’s March 12, 2020 meeting at United’s HQ. Visit SLO CAL had one-to-one meetings with international representatives as the organization looks to expand international representation in advance of IPW in June, and expects to have additional conversations and proposals in the coming weeks which will come to the BOD in May for budget approval. Davison also reported out on local meetings and outlined his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **5. Bylaws Update & Articles of Incorporation Amendment**

The Bylaws were last updated in 2015, and with the revisions to the Management District Plan, there are a number of required changes. Visit SLO CAL sent proposed Bylaws updates to the BOD on January 28, 2020. The draft updated Bylaws were also included in the agenda packet for the meeting. Davison provided an overview and explanation of proposed revisions. Davison also noted that Visit SLO CAL would like to submit an amendment to its Articles of Incorporation regarding the organization’s specific purpose, in order to reflect the changes made to the Bylaws and to reflect the organization’s mission statement. The Articles would be amended to read: “The specific purpose of this corporation is to promote tourism, destination management, economic development and common business interests in San Luis Obispo County.” The draft amendment was included in the agenda packet as well.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Eads/Graves to recommend that the Board approve Visit SLO CAL’s updated Bylaws and approve the proposed Amendment to the Articles of Incorporation.

**Motion carried: 4:0**

### **6. Coraggio Group Engagement Update**

On February 6-7, 2020, Coraggio Group facilitated a series of listening sessions, where investors, stakeholders and partners were asked to identify and provide feedback on: Visit SLO CAL’s greatest strengths; factors that hold Visit SLO CAL back from accomplishing its mission; strategic opportunities for Visit SLO CAL to pursue; existing roles, programs or activities they would like to see more robust; new roles, programs or activities they hope Visit SLO CAL will take on; and roles, programs or activities they think Visit SLO CAL should stop. Each session concluded with a discussion on early returns from the Strategic Direction 2023 Survey. Davison highlighted the common themes and described the attendee composition of each session. He also outlined the calendar for the remaining components of the three-phase engagement.

Public Comment – None.

Committee Discussion.

### **7. Experience SLO CAL 2050 Implementation & Next Steps**

Resonance is facilitating four regional Community Leader Workshops around the implementation of the DMS, as approved by the Board in January. A broad range of investors, stakeholders, partners and strategic partners were invited to attend. Davison described the structure of the workshops. He noted that Visit SLO CAL staff are beginning the process of understanding the budget and time requirements for each of the 12 recommendations owned by Visit SLO CAL. Following the Community Leader Workshops, staff will work with Resonance to consolidate the information (budget, participation, etc.) into a formal year one prioritization recommendation for the March board meeting. Based on the board's direction, staff will include funds for implementation in the FY2020-21 budget at the May board meeting and begin advancing selected recommendations. In Q4 of the current fiscal year, staff and Resonance will host the countywide forum to allow other partners to learn about the plan and commit to participation.

Public Comment – None.

Committee Discussion.

## **8. 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.

## **9. CEO Contract Update**

Pearce provided an overview of the terms for the President & CEO contract renewal, and requested feedback from the Committee. He noted that Mike Gamble, CEO of Searchwide, who has acted as the negotiator for the contract terms, would be calling in to the Special Board Meeting on February 19, 2020 to outline the terms for the Board and answer any questions. Pringle asked the Committee if they believe it should be a closed session at the Special Board Meeting to discuss contract terms, followed by an open session for a vote.

Public Comment – None.

Committee Discussion. The Committee discussed Davison's performance over the past five years and the proposed terms. The Committee also agreed that the Special Board Meeting should be an open session to ensure complete transparency in the process.

**ACTION:** Moved by Graves/Eads to recommend that the Board approve the terms of the President & CEO contract.

**Motion carried: 4:0**

## **ADJOURNMENT**

Adjourned at 4:37 pm.