



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, March 9, 2020

11:30am-1:30pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Aaron Graves, Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: Mark Eads

STAFF PRESENT: Chuck Davison, Brendan Pringle, Derek Kirk

Call to Order at 11:32am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Beginning October 1, 2020, all state-issued ID or licenses must be REAL ID compliant if they are being used to fly within the United States. Visit SLO CAL is including reminders in its This Week in SLO CAL messaging to ensure that lodging investors, stakeholders and partners are managing to the deadline.

CONSENT AGENDA

3. Approval of February 13, 2020 Executive Committee Meeting Minutes

4. Approval of January Visit SLO CAL Financials

5. Endorsement of Advocacy for Countywide Regional Compact

Davison provided background on the Countywide Regional Compact, and noted that Experience SLO CAL 2050 identifies both housing and infrastructure as key growth areas for the county. While Visit SLO CAL does not own this Experience SLO CAL 2050 recommendation, its advocacy is important in representing the needs of the 21,000 people working in the tourism industry. Davison noted that staff is asking the Committee to support lending Visit SLO CAL's name as county staff work with all of the cities and the Board of Supervisors to adopt the compact.

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

6. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for January 2020 vs. January 2019. He outlined the dates and times of Visit SLO CAL's upcoming Strategic Planning Team Work Sessions, as well as the Feedback Sessions. He reported out on the Marketing Committee Retreat on March 4-5, 2020. He recapped takeaways from recent industry briefings on COVID-19, and described Visit SLO CAL's response to the pandemic thus far. He reported out on United Airline's recent cuts to service in the midst of COVID-19, and highlighted Visit SLO CAL's upcoming airline HQ meetings on the calendar. Davison asked the Committee to consider rescheduling the April Executive Committee Meeting to Monday, April 13, 2020, and the May Executive Committee Meeting to Friday, May 15, 2020. Davison also reported out on local meetings and outlined his upcoming travel schedule.

Public Comment – None.

Committee Discussion. The Committee agreed to reschedule the April and May Executive Committee Meetings to April 13, 2020, from 11:30am-1:30pm, and May 15, 2020, from 11:30am-1:30pm, respectively.

BUSINESS ITEMS

7. Board Member Guidelines

Prior to launching the Board seat application process, Visit SLO CAL used this time as an opportunity to update its Board Member Guidelines and outline responsibilities, a new code of conduct and expectations on how Board members should interact with Visit SLO CAL staff and each other. Davison reviewed the major changes, and noted that the document would be signed by all current Board members at the next meeting, if approved, and would be reviewed and signed by all Board applicants. Davison outlined the appointed seats up for re-appointment at the end of the FY (Hemant Patel, Morro Bay seat; Nipool Patel, San Luis Obispo seat; Amar Sohi, Atascadero seat; Jim Hamilton, County-appointed seat), and outlined the elected seats up for election at the end of the fiscal year (Aaron Graves, at-large seat; and four new at-large seats, as defined in the Bylaws). The application process will open on March 18, 2020. Davison asked the Committee if they would prefer that the process close on April 10, 2020 (prior to the April Executive Committee Meeting, or on May 8, 2020, prior to the May Executive Committee Meeting. The Executive Committee will hold an ad hoc board nominating committee meeting to discuss applications for elected seats and to recommend a slate to the Board.

Public Comment – None.

Committee Discussion. The Committee agreed to set the deadline for Board applications to April 10, 2020.

ACTION: Moved by Graves/Jamison to approve the updated Board Member Guidelines as presented.

Motion carried: 4:0

8. Experience SLO CAL 2050 Prioritization

Visit SLO CAL staff and Resonance Consultancy hosted four sub-regional workshops to learn from partners the recommendations they see as critical for their communities and those they would like to engage in. Different than the unified approach heard from the DMS Visioning Workshops hosted in 2018, staff heard very different priorities from each of the communities and sub-regions. Staff and Resonance Consultancy worked to create a draft prioritization of recommendations for the Committee's and Board's review. Davison noted the top priorities requested in each subregion, and Kirk explained the process of how priorities were selected. He outlined the recommendations that fall under Visit SLO CAL's existing scope of work; recommendations that Visit SLO CAL would advocate for; and recommendations Visit SLO CAL would prioritize for FY2020-21 funding. He provided detail on each FY2020/21 recommendation that would require funding and provided the action items for each. He said that, at the Board meeting, all Board members would receive a one-sheet for each of the recommendations. Davison noted that while the Chief Investment Officer (CIO) recommendation was only

prioritized by one sub-region, many of the recommendations that the CIO would own gained wide support across the county, which is why it was included in the proposed prioritization. Davison outlined next steps and requested feedback from the Committee. Davison noted that Visit SLO CAL is looking to set up a conversation with the Advisory Committee after the March Board Meeting to gain buy-off on the prioritization.

Public Comment – None.

Committee Discussion.

9. FY2020/21 Budget Discussion

Davison acknowledged the unprecedented factors that staff is considering as they work towards the FY2020/21 budget, and reviewed some of the high-level items that staff is proposing, including international representation, readiness and education; marketing and public relations; research; Experience SLO CAL recommendations; staffing; and office space.

Public Comment – None.

Committee Discussion.

10. CEO Contract Update

Davison exited the room during this business item. Pearce noted that, at the Special Board Meeting on February 19, 2020, the Board approved the terms of the President & CEO contract, allowing the Chair to finalize the contract agreement, on the condition that the total compensation package does not exceed 20 percent of comparable organizations' CEO packages, as determined by Searchwide. Searchwide provided information on total CEO compensation for four destinations in Visit SLO CAL's competitive set (Monterey, Sonoma, Santa Monica, Santa Barbara), which Pearce presented to the Committee and requested feedback.

Public Comment – None.

Committee Discussion. The Committee agreed that they were in the range to approve the contract terms.

ACTION: Moved by Graves/Jamison to finalize the CEO contract terms based on the comparatives provided by Searchwide for review, allowing the Chair to finalize the contract agreement.

Motion carried: 4:0

11. Marketing Update

This item was pulled from the agenda in the interest of time.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Adjourned at 1:31 pm.