



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, June 15, 2020

11:30am

Video Conference – URL: <https://us02web.zoom.us/j/81046766040>

Meeting ID: 810 4676 6040

1. CALL TO ORDER: Clint Pearce

PRESENT (VIA VIDEO CONFERENCE): Mark Eads, Aaron Graves, Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:31am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Visit SLO CAL will be holding a virtual town hall on Wednesday, June 24, 2020 at 10:00am. Davison outlined the agenda.

CONSENT AGENDA

3. Approval of May 15, 2020 Executive Committee Meeting Minutes

4. Approval of May Visit SLO CAL Financials

Davison explained that the March TMD income (remitted to Visit SLO CAL in May) is significantly less than what was re-forecasted in January and the projections for May were also reduced from the reforecast based on estimated receipts due to the impact of COVID-19.

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

5. CEO Report

Davison noted that Visit SLO CAL's Director of Community Engagement & Advocacy, Derek Kirk, was appointed to serve as Chair of the CalTravel Government Relations Committee—an exciting opportunity for him to play a key role in this committee and state advocacy. REACH has asked Visit SLO CAL to sign a coalition letter, as requested by Congressman Carbajal's office, supporting the possible selection of Vandenberg Air Force Base as the permanent United States Space Command (USSPACECOM) Headquarters. Based on the need to sign on by June 16, 2020, staff is requesting approval from the Executive Committee to sign the letter. Davison reported out that on June 8, 2020, Visit SLO CAL's creative agency, BCF, notified the organization that due to late payments on their SBA loan, their assets were being liquidated, and that BCF would cease to exist within the next 30-40 days. BCF's CEO, Keith Ireland, has assured Davison that all current projects would be completed despite these unfortunate circumstances. Ireland's wife will be opening a new agency out of BCF (called Sunshine & Bourbon), and Visit SLO CAL will contract with that agency on a month-to-month basis to complete the necessary work for the current campaign. Visit SLO CAL will work to release an RFP for the business in the coming months. Davison noted that one of the items on the June Board Meeting agenda is a discussion about diversity. Kirk and Davison met with Jed Bickel and Myraline Whitaker of SeaCrest/Inn at the Cove, and decided it would be an important first step to lead a discussion at the Board Meeting on the role of Visit SLO CAL and the SLO CAL tourism industry to support the diversity, equity and inclusion in our community. The purpose of the conversation would be to discuss the draft document and to work to develop actionable items to ensure the conversation continues. Davison outlined the components of Visit SLO CAL's draft Equity & Inclusion plan, which were included in the agenda packet. At the last meeting, the Committee asked about changing the Bylaws to enable "decision makers," including some regional managers who oversee the managers at lodging properties to be eligible for Visit SLO CAL Board seats. Unfortunately, since the Management District Plan specifies that only owners and general managers can apply, Visit SLO CAL would not be able to change the Bylaws at this time. Davison updated the Committee on the status of Atascadero's appointed seat on the Visit SLO CAL Board. He outlined the upcoming Executive Committee Meeting Schedule and requested feedback on the dates and times of the meetings. He noted his travel schedule, which includes an upcoming vacation.

Public Comment – None.

Committee Discussion. The Executive Committee approved signing the USSPACECOM coalition letter.

BUSINESS ITEMS

6. COVID-19 Impact & Response Update

Visit SLO CAL created an Open and Safe Toolkit which includes flyers, social media banners and profile picture frames, to help investors and partners communicate with guests the health and safety precautions they are taking to keep everyone safe and healthy. The resources were distributed to investors and partners on May 22, 2020, and they are available at SLOCAL.com. On May 30, 2020, Visit SLO CAL provided a three-scenario lodging forecast to stakeholders and destination partners, who received both the report for their community and the countywide report. Four of six DMOs have agreed to offset the \$1,000 cost of their individual community report. Access to the reports was subsequently shared with Board members on June 1, 2020, and with Visit SLO CAL's list of investors and partners on June 4, 2020. Davison outlined the components of the forecast, and noted that Visit SLO CAL used the baseline forecast to produce its FY2020/21 revenue budget projections. On June 5, 2020, the County announced that the countywide public health order limiting the daily occupancy of all lodging properties to 50% would expire. Davison noted that Visit SLO CAL had been advocating directly with Wade Horton, County CAO, on this issue, and he recognized the lodging investors who took an active role in advocating for the tourism community against this order. He also noted that despite the fact that leisure travel is permitted and this ordinance has been lifted, the County government is still pushing back on promotion of travel to the region. Davison reported out on air service changes, and on the occupancy, ADR and RevPAR figures reported by STR for the week ending June 6, 2020. Visit SLO CAL received approval for a loan through EIDL, but has not received an update on the grant, which is now processed separately. Davison noted that based on the restrictions that come with the loan, and Visit SLO CAL's current cash position, Visit SLO CAL will allow the opportunity to expire, and wait to see if it receives a grant, unless the Committee has other feedback. Davison outlined the highlights of Visit SLO CAL's latest cash flow projection produced by its controller. Davison requested Committee feedback on Visit SLO CAL's COVID-19 response efforts.

Public Comment – None.

Committee Discussion. The Committee agreed to hold FY2020/21 meetings from 3:00pm-5:00pm. They also agreed that the organization should allow the EIDL loan opportunity to expire, and wait to see if it receives a grant.

7. Strategic Direction 2023 Update

With the approval of Strategic Direction 2023 (SD2023), staff requested a proposal from Coraggio Group to facilitate the development of an Operational Plan. As with the Operational Plan for Strategic Direction 2020, this plan would efficiently and effectively outline Visit SLO CAL's approach to implementing and executing SD2023 in a way that minimizes confusion, prioritizes strategies, and manages capacity constraints. He outlined the proposed three-phase approach, and noted that the cost would be \$10,855. He explained that the cost for Visit SLO CAL's previous Operational Planning was significantly higher, and that this reduced cost was based on a reduced scope from Coraggio, with the team performing work independently on action steps for most of the initiatives and managing the documentation of the Operational Plan. Davison noted that the goal would be to complete the Operational Plan by the end of July.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Patel to recommend Board approval of a proposal to facilitate the development of an Operational Plan for SD2023.

Motion carried: 5:0

8. FY2020/21 Business & Marketing Plan

Davison noted that the draft FY2020/21 Business & Marketing Plan was Visit SLO CAL's sixth Business & Marketing Plan, and is by far the most thorough plan that the organization has developed, despite all of the uncertainty that surrounds this time of crisis. The plan was recommended for approval by the Marketing Committee on June 9, 2020. Davison noted that some minor adjustments may be made to the plan in the coming days, but that the overall strategy will remain the same. Davison reviewed the business and marketing objectives, updated media strategy, new elements and features, target market overview and media allocations. He also outlined the earned media and travel trade strategies and objectives, and recapped the prioritization of Experience SLO CAL 2050 (destination management strategy) recommendations. He noted that the Chief Investment Officer recommendation would be put on hold and reconsidered as a FY2020/21 priority during the re-forecast.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Jamison to recommend Board approval of the FY2020/21 Business & Marketing Plan.

Motion carried: 5:0

9. FY2020/21 Budget

Davison presented the FY2020/21 annual budget and walked the Committee through revenue projections and expenses by department. Davison noted that, in the coming months, depending on additional revenue increases, staff may make a recommendation to access reserve funds to boost the advertising campaign when the time is right.

Public Comment – None

Committee Discussion.

ACTION: Moved by Jamison/Patel to recommend that the Board approve the FY2020/21 Budget as presented.

Motion carried: 5:0

10. Executive Committee Seats

Davison noted that Executive Committee Seats would be an agenda item for the June 17, 2020 Board of Directors Annual Meeting, and outlined the current composition of the Executive Committee. He noted that the Committee would need to make recommendations to the Board in June on the structure of the seats, which could also stay the same for one additional year. Davison opened the item up to the Committee for nominations.

Public Comment – None.

Committee Discussion. The Committee recommended that the Board re-appoint Clint Pearce as Board Chair, based on his industry knowledge and community relationships during this current crisis. They also recommended the appointment of Hemant Patel as Vice Chair, Mark Eads as Secretary, and Aaron Graves to remain as Treasurer. They also discussed adding a new member to the Committee, replacing the Past President seat.

ACTION: Moved by Eads/Graves to recommend that the Board appoint Clint Pearce as Chair, Hemant Patel as Vice Chair, Mark Eads as Secretary, and Aaron Graves for FY2020/21.

Motion carried: 5:0

ADJOURNMENT

Adjourned at 1:06pm.