



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, April 15, 2021

3:00pm

<https://us02web.zoom.us/j/82350395905>

Meeting ID: 823 5039 5905

1. CALL TO ORDER: Clint Pearce

PRESENT: Mark Eads, Aaron Graves, Hemant Patel, Clint Pearce, Amar Sohi

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 3:04pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of March 11, 2021 Executive Committee Meeting Minutes

4. Approval of Submission of Cal Poly Letters of Support

Davison noted that the March financials were still being finalized and would be shared at the May Executive Committee Meeting. Cal Poly State University requested three letters of support from Visit SLO CAL to help bolster their application submissions for Community Funding Project Requests tied to their work with the California Cybersecurity Institute/Technology Park, Center for Coastal Marine Sciences, and Center for Innovation & Entrepreneurship. A brief on the letters were included in the agenda packet. The requests go directly to Rep. Salud Carbajal (D-24) and are due April 16, 2021.

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0
Sohi arrived after the vote.

CEO REPORT

5. CEO Report

Davison provided an update on Visit SLO CAL's advocacy efforts for the Oceano Dunes SVRA. At the March 18, 2021 California Coastal Commission (CCC) hearing, Visit SLO CAL spoke during public comment to express the same sentiments that the organization provided in its letter. The CCC ultimately adopted the staff report, a three-year OHV phase out, limited camping, and closure of the Pier Avenue entrance. Visit SLO CAL, in partnership with South County Chambers of Commerce, is moving forward with an Economic Impact Assessment. At this time, Visit SLO CAL has support from the City of Grover Beach, and is in conversations with Arroyo Grande and Pismo Beach. On April 20, 2021, the Board of Supervisors will vote to partner on the report through their Consent Agenda. Pending litigation is expected around the Coastal Commission decision to adopt the staff report. On April 8, 2021 Caltrans announced it will reopen Highway 1 (closed due to the Rat Creek Slide since January 28, 2021) by April 30, 2021, two months ahead of the original target date of July 1, 2021. Davison highlighted Visit SLO CAL's success in advocating for lodging employees-only vaccines from the County. The County agreed to offer 1200 vaccine slots the weeks of April 12 and April 19. After limited sign-ups, appointment offerings were extended to wineries, breweries, distilleries and attractions, and Visit SLO CAL has been conducting outreach to lodging investors and hospitality partners to get the word out about this opportunity. Davison outlined the State's updated guidelines for events, meetings and gatherings (beginning April 15, 2021), and provided an update on the status of SB 285 (McGuire), the California Tourism Recovery Act. He noted that staff has reached out to Assembly Member Jordan Cunningham to encourage the Senate Appropriations Committee to advance the bill to the floor for a vote. He also noted that Visit SLO CAL received Paycheck Protection Program (PPP) funding in its account and is tracking usage of the funds, and that it applied for the targeted Economic Injury Disaster Loan (EIDL) advance of \$10k on March 23, 2021, and is awaiting next steps. Davison reviewed the Cash Flow Projection for April to December 2021. Visit SLO CAL has heard from several lodging investors that the most critical issue facing their businesses right now is an employee shortage and an inability to recruit front-line employees, and that at this time, applications are not even coming through. Davison noted that this could pose a major challenge during the summer, when guests are paying peak rates, but not receiving that level of service. Staff is working on a landing page for industry jobs, and has discussed promoting this page through paid geo-fenced social media targeting. Davison requested feedback from the Committee on putting dollars behind this initiative. Davison provided an update on upcoming meetings, noting that Visit SLO CAL would like to hold the May Board of Directors meeting in person (with videoconference access), and confirmed the date of the June Board of Directors meeting as June 16 (third Wednesday of June). He also requested Committee feedback on eliminating the July meeting so that there is not three monthly Board meetings in a row, as the new fiscal year's Business & Marketing Plan will just be kicking off. Davison noted that, in the past, Visit SLO CAL has held its annual Bash (recognizing the Board and Marketing Committee) in January, but that it was postponed due to COVID-19. He requested feedback on holding the event during National Travel & Tourism Week (week of May 3, 2021).

Public Comment – None.

Committee Discussion. The Committee recommended against investing dollars in-market to drive traffic to a local Jobs page, arguing that this would only create competition for the same workers among local properties. The Committee agreed with holding the May Executive Committee Meeting in person, and canceling the July Executive Committee Meeting. They also agreed with holding the Bash during National Travel & Tourism Week.

BUSINESS ITEMS

6. FY 2021/22 Budget Discussion

Using primarily CY 2019 numbers as a basis, and factoring in countywide ADR and demand YOY increases from 2018 to 2019, Visit SLO CAL is estimating TMD revenue for FY2021/22 at \$7.0M, not including previous year revenue carried over from May and June and carryover funds from FY2020/21. Davison outlined FY2021/22 Draft Objectives and Key Results (OKRs), aligned with the organization's Strategic Direction 2023 Imperatives, and noted that each department's and team member's OKRs are laddering up to these overarching organizational OKRs. Davison requested Committee feedback on the FY2021/22 items of focus for each department.

Public Comment – None.

Committee Discussion.

7. Executive Committee & Board Member Selection Process

Davison outlined the current (FY2020/21) Executive Committee structure and requested Committee feedback on FY2021/22 appointments, as well as the number of Executive Committee seats. He also discussed the Board of Directors seats up for renewal on June 30, 2021, noting he will be reaching out to the Board members (and later their respective municipalities) on the appointed seats up for renewal. He will also be reaching out to the two Board members whose elected seats were up for renewal (one B&B seat and one at-large seat). Davison noted that staff will launch the overall elected seat application process in the coming week. He reminded the Committee that two seats were originally left vacant last year to allow a larger pool of qualified candidates to apply at a time when they were not simply trying to survive the impact of COVID-19, and noted that the Committee can determine whether to fill the two additional seats (for a total of 4 elected seats this fiscal year) during this election or hold them until later in the fiscal year once applications are received.

Public Comment – None

Committee Discussion.

8. Travel Trade & Marketing Update

Due to lack of time, Davison noted that the update slides from this item would instead be sent via email to the Committee following the meeting.

Public Comment – None

Committee Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM

9. Employee Dismissal

CLOSED SESSION REPORT

No action was taken by the Committee during Closed Session.

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 4:05pm.