



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, June 10, 2021

3:00pm

The Kinney SLO, 1800 Monterey St, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

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

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 3:00pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

- 3. Approval of May 13, 2021 Executive Committee Meeting Minutes**
- 4. Appointment of Marketing Committee Seats**
- 5. Ratification of Jed Bickel's Appointed Board Seat**
- 6. Ratification of Sam Miller's Appointed Board Seat**
- 7. Ratification of Victor Popp's Appointed Board Seat**

Davison noted that the Marketing Committee recommended the re-appointment of Lindsey Roberts (Martin Resorts) and Lori Keller (Blu Hotel Investors) and the appointment of Lynette Sonne (Farmstead Ed) and Leann Standish (SLO Museum of Art) at their June 8, 2021 meeting. He outlined why the other applicants (Elise Quick, The Cliffs Resort; and Brooke Burnham, Arrivalist) were not recommended by the Marketing Committee. Davison also noted that the Board will review Visit SLO CAL's recommendation for a Audit and Tax Preparation vendor next week, once staff has reviewed all proposals.

Public Comment – None.

Committee Discussion. The Committee expressed concerns about Leann representing a single business in one community, her lack of previous engagement with Visit SLO CAL and lack of overall marketing expertise represented in her application.

ACTION: Moved by Eads/Patel to approve the Consent Agenda including the reappointment of Lindsey Roberts and Lori Keller, and the appointment of Lynette Sonne to the Marketing Committee for Board approval.

Motion carried: 4:0

CEO REPORT

8. CEO Report

Davison reported out on recent advocacy activity; Visit SLO CAL submitted a letter to the Board of Supervisors Chair Bruce Gibson and the First 5 Commissioners in support of the proposed partnership between First 5 SLO County and the SLO Chamber of Commerce, to increase education around childcare resources for workers in industries like the travel and tourism industry. Davison thanked the Committee members who attended the Hospitality Owners Roundtable with Rep. Salud Carbajal on May 27, 2021, and the Hospitality Owners Roundtable with Assemblymember Cunningham on June 9, 2021, and noted key discussion items from both meetings. Davison thanked the Committee members who attended the Advisory Committee Meeting on June 3, 2021, and noted that the team received very positive feedback from the elected officials and city managers on the organization's work. Davison provided an update on the Camp Roberts government worker lodging issue. After raising concerns and awareness over infrastructure and loss of local tax revenue with local, state and federal government officials, HHS announced on June 2, 2021 that they do not plan to move forward with using Camp Roberts for this purpose at this time. If this direction changes, Visit SLO CAL will respond accordingly. Davison noted that on June 8, 2021, the Morro Bay City Council voted unanimously in favor of re-establishing the Morro Bay TBID as a nonprofit under the '94 Act, without any public comment, and that it will go into effect as a nonprofit on July 1, 2021. He added that during the council meeting Mayor John Headding (Morro Bay) expressed his appreciation of Visit SLO CAL's invaluable assistance in this process. Davison provided an update on the Oceano Dunes Economic Impact Assessment. Visit SLO CAL is working with a consultant to obtain a proposal by mid June. The Arroyo Grande City Council voted 4-1 to support and fund the study at their June 8, 2021 meeting, and Pismo Beach City Manager Jim Lewis confirmed Pismo Beach's participation in the study on June 9, 2021. He outlined next steps. Davison reviewed a list of key initiatives budgeted in FY 2021 that have experienced serious delay (Oceano Dunes Economic Impact Assessment, Cal Poly Economic Impact Assessment, Events & Festivals Strategy, and Customer Service Training Initiative). He added that the sudden extended leave on May 25, 2021 of the Director of Community Engagement & Advocacy who oversees this work will cause additional delays to these areas of oversight due to a gap in staffing. Davison outlined next steps on the Events & Festivals Strategy and Customer Service Training Initiatives. He provided an update on his sabbatical planning efforts, and thanked the Committee for the opportunity to step away. He outlined the tentative FY 2022 Executive Committee Meeting schedule, and noted that Pringle would send calendar invites for all dates.

Public Comment – None.

Committee Discussion. The Committee emphasized the importance of getting the delayed Experience SLO CAL 2050 initiatives back on track in Frew's absence, noting that time was of the essence.

BUSINESS ITEMS

9. COVID-19 Impact & Response

Davison noted that the state is still expected to fully reopen on June 15, 2021, but that Governor Newsom noted over the weekend that he would not lift the statewide state of emergency after that date. Davison provided statistics, at a national level, about travel spending and readiness to travel. Davison provided an update on air service, and noted that Visit SLO CAL and the SLO County Regional Airport would be in front of air service planners five times over the next 12 months as part of their air service recovery strategy. Davison reviewed the STR report for the week ending June 6, 2021. Davison noted that as SLO CAL puts this crisis behind itself, the "COVID-19 Impact & Response" item would no longer be an agenda item at future meetings, and that any related updates would occur in the CEO Report.

Public Comment – None.

Committee Discussion.

10. FY 2022 Business & Marketing Plan

Davison noted that the draft FY 2022 Business & Marketing Plan was included in the agenda packet for review in concept, and that minor final updates will be made to the plan after Board approval and prior to publication. Davison noted that the FY 2022 plan includes four organizational objectives aligned with the four imperatives in SD 2023, and key results associated with each objective. He outlined those four objectives. He reviewed the prioritization of Experience SLO CAL 2050 recommendations, outlined the SLO CAL brand evolution and the phases of the House of Brands campaign strategy, provided details on Visit SLO CAL's target audience, the phased media plan approach, media campaign KPIs, and the strategies for owned and earned media; sales; partnership and events; and equity, diversity and inclusion (EDI). He also outlined partner activation opportunities.

Public Comment – None

Committee Discussion.

ACTION: Moved by Eads/Sohi to recommend that the Board approve the FY 2022 Business & Marketing Plan in concept, as presented, and as recommended by the Marketing Committee.

Motion carried: 4:0

11. FY 2022 Budget

Davison presented the proposed FY 2022 annual budget, including additional staff positions, and walked the Committee through revenue projections and expenses by department. He noted that staff accounted for residual income from past fiscal years, FY 2016 – FY 2020, estimated carryover from FY 2021 based on surplus income and estimated May/June actuals. The remaining estimated carryover will be held as a surplus, and will be addressed further in the re-forecast. He highlighted the fact that administrative costs represent only 19.1 percent of Visit SLO CAL expenses. He also noted that the work proposed with this budget and the aforementioned business & marketing plan will be the largest scope-of-work, by far, ever undertaken by Visit SLO CAL. Davison also noted that, in the future, Visit SLO CAL's monthly financial statements will show the residual surplus value so that the Board and staff can track against it.

Public Comment – None

Committee Discussion.

ACTION: Moved by Sohi/Eads to recommend that the Board approve the FY 2022 Budget as presented.

Motion carried: 4:0

12. Travel Trade & Marketing Update

Davison provided an update on the Hero Brand and House of Brands Asset Development and Distribution Co-op. Staff launched the co-op form earlier in the week and has asked partners to make a commitment by EOD Friday, June 11 for participation. He distinguished Hero Assets from House of Brands Assets, and outlined the opportunities. Davison also provided an update on the EDI Audience and Asset Alignment Study and Future Visitor Profile Study, noting that Visit SLO CAL has signed an agreement with SMARInsights to conduct this scope of work. Davison noted the completion timeline and co-op opportunities. He emphasized how important it was for some of the smaller communities to participate in these co-ops.

Public Comment – None

Committee Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM

13. Employee Dismissal

CLOSED SESSION REPORT

No action was taken by the Committee during Closed Session.

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 5:15pm.