



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, October 14, 2021

3:00pm

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

1. CALL TO ORDER: Hemant Patel

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

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle, Emily Rudge

Call to Order at 3:09pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison introduced Emily Rudge, Executive Assistant to the President and CEO, whose first day was October 11, 2021.

CONSENT AGENDA

3. Approval of September 9, 2021 Executive Committee Meeting Minutes

4. Approval of Resolution to Renew Line of Credit

5. Approval of FY 2021 Tax Returns

Davison noted that staff is recommending renewal of Visit SLO CAL's \$500k line of credit with Bank of the Sierra, with the Executive Committee as signers. He also noted that upon approval of the federal and state tax returns, Visit SLO CAL will have Glenn Burdette finalize and send them electronically with signatures from the President & CEO and Board Treasurer.

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

6. CEO Report

Davison informed the Committee of AB 361, a new law regarding remote/hybrid meetings, which went into effect October 1, 2021 and remains effective through January 21, 2024. AB 361 allows legislative bodies (e.g. Visit SLO CAL Board/Committees) to continue to conduct virtual (or hybrid) meetings as long as there is a state-proclaimed state of emergency and either state or local officials have put active social distancing guidelines in place, or the body determines that there remains a health risk to meeting in person. As of now, California is still under a proclaimed state of emergency; however, local officials have not imposed or recommended measures to promote social distancing, nor have they placed restrictions on in-person meetings as it relates to the size of Visit SLO CAL's board and committees. Also, Visit SLO CAL's Board of Directors has not suggested meeting in person would present imminent health or safety risks. Staff is recommending, based on the notes above, that Visit SLO CAL does not install AB 361, and limit all meetings to in-person unless COVID-19 conditions worsen. Davison asked the Committee for feedback. Davison provided an update on the response rate for the FY 2021 Year-End Satisfaction Survey and noted that the results will be presented at the November Executive Committee and Board meetings. Davison reviewed the STR Report and provided an air service update. According to the Airport's consultant, Volaire, new flights have never performed so well. The FY 2021 Annual Report and Scorecard are being printed and will be mailed next week to all Board and Marketing Committee members, elected officials, and the city managers and CAO. The digital version of the Annual Report was emailed to the County on Monday, October 11, 2021, meeting Visit SLO CAL's TMD contract requirement. The FY 2021 Annual Audit has been emailed to the County as one of Visit SLO CAL's TMD contract requirements as well. John Connor has resigned his appointed Visit SLO CAL board seat, and at the October 13, 2021 SLO TBID meeting, Matthew Wilkins, general manager of La Cuesta Inn in SLO was appointed to the seat. He will serve as San Luis Obispo's appointed board member through June 2023. A proposal for Cal Poly's Economic Impact study is currently under review by Cal Poly and the City of San Luis Obispo. Davison provided an update on the Oceano Dunes Economic Impact Study, noting that the cost of the proposal has now grown to \$120,000. The Board previously approved contributing \$40,000 for the study, considering seeking a second proposal from Resonance in addition to existing proposal from Deloitte. One community suggested that they would be willing to go back to their council for additional funds (if necessary), and try to convince the other city managers to do the same. Davison provided an update on open positions, and noted that we have a strong candidate in the advanced stages of the interview process for the VP of Finance role. He announced that Brendan Pringle would be departing after 6.5 years of service, from his role as Director of Operations. Brendan will transition out in three to four months and his replacement will be split into several roles. Davison outlined the delegation of his duties, noting that Emily Rudge will become the liaison to the Board and Executive Committee. He noted that staff is seeking approval to eliminate the Director of Operations role and create an office manager role and an HR manager role. Expenses would be trued up in the mid-year budget reforecast in January.

Public Comment – None.

Committee Discussion. With regards to AB 361, the Committee recommended that Executive Committee and Board meetings be held in-person only. They agreed with staff recommendation to pursue a second proposal on the Oceano Dunes SVRA EI Study. They affirmed staff's recommend of splitting the Director of Operations position into two roles, the HR Manager and Office Manager, to fulfill and expand the existing duties of the Director of Operations. The Executive Committee shared their appreciation for Brendan Pringle and his service to Visit SLO CAL and the tourism community. They commented on how great it is that someone who can come into an organization and gain such great experience over several years and then go on to do new and exciting things.

BUSINESS ITEMS

7. Events and Festivals Strategy Phase 1 Update

Davison noted that the contract with the facilitator for Phase I of the Events & Festivals Strategy is under review. Working Group participation requests were sent to DMO partners on September 30, 2021, and to the County/City stakeholders the week of October 4, 2021. The Working Group is comprised of 15 members. Davison outlined some of the members, noting

we will have strong representation from the communities. The first facilitation meeting is scheduled for November 10, 2021 in person. The finalized community and investor survey was released and will close on October 29, 2021. A follow-up facilitation session will be scheduled if determined necessary.

Public Comment – None.

Committee Discussion.

8. Customer Service Training Initiative

Davison noted that the contract for the Customer Service Training initiative is currently under review. The Customer Service Work Group members have been identified internally with participation requests pending contract review compilation. Davison reviewed next steps.

Public Comment – None.

Committee Discussion.

9. Travel Trade & Marketing Update

Davison provided an update on recent and upcoming travel trade efforts, and reviewed the paid, owned, and earned media highlights. He noted that Visit SLO CAL is hosting a Mid-Year Review with The Shipyard (formerly Mering), its agency-of-record, on November 8, 2021, to discuss new campaign performance and modifications. Visit SLO CAL will subsequently be hosting an All Agency Meeting on November 9, 2021 with The Shipyard, Turner PR (its national PR agency), Arrivalist and SMARI. Davison outlined the key discussion items for this meeting. Davison provided an update on SLO CAL Crafted. There are currently 55 certified partners to date. He noted Visit SLO CAL will launch a digital activation first to introduce the program to the community and encourage more businesses to sign up and engage. Visit SLO CAL is positioning the program to increase visitation from drive markets during shoulder season. The launch will include 30-40 second video interviews of individual business owners highlighting their craft, and the videos will launch in November.

Public Comment – None

Committee Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM

10. Employee Dismissal

CLOSED SESSION REPORT

No action was taken by the Committee during Closed Session.

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 4:19pm.