



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, December 9, 2021

12:00 – 2:00 PM

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

1. CALL TO ORDER: Hemant Patel

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

ABSENT: Clint Pearce (at the time of call to order, arrived at 1:00pm)

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 12:02pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of October 14, 2021 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

4. CEO Report

Davison noted Visit SLO CAL's participation and overall success in hosting the annual CalTravel Board of Directors meeting and PAC Dinner, which included 80 leaders from around the state including Senator Laird, and 61 attendees at the dinner. It was the first time hosting the event in the county since 2016. Both events were hosted in downtown San Luis Obispo. Davison informed the Committee of Visit SLO CAL's second team offsite on December 6 with Tammy Canavan of Fired Up Culture, highlighting the ongoing dedication to enhancing the culture development of the organization. Davison provided an update on the PPP loan which has been confirmed as forgiven in full and will be reflected on future financials. Davison highlighted the ongoing state redistricting measure, noting that the Commission must provide final certified maps to the

Secretary of State by December 27. Davison provided the data from the latest STR Report, highlighting that the numbers are much stronger for this time of year than usual. Davison provided a staffing update, noting that there are several strong candidates currently in the late stages of the interview process for both the VP of Finance role and the VP of Community Engagement and Advocacy role. Davison commented that the recruiting firm Searchwide has turned down recruiting work for Finance role in San Luis Obispo County, stating they have not had recent success with finance roles. Davison provided an update on the onboarding of Jessie Borchin, office manager, who joined the team on December 6. Davison highlighted Visit SLO CAL's upcoming holiday office schedule, as well as Davison's upcoming travel schedule during December and January.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

5. Experience SLO CAL 2050 Update

Davison noted that the outcome of the Phase 1 facilitation has resulted in changing the language from MOU to “commitment to collaborate and implement an events and festivals strategy” and a revised SOW. The next steps include presenting the new language to the Board of Directors in January, sourcing consultants for Phase II work possibly in front of the board for approval in January, and to begin planning the countywide calendar scope of work. Davison provided an update on the Customer Service Training Initiative which included the completion of the first working group learning session with ICOM Productions on December 9. Davison noted the next steps being to complete learning session 2 in January and determine if a third is needed, finalize the remaining project timeline, review learning session outcomes, and ICOM to begin customization of learning platform.

Public Comment – None.

Committee Discussion.

6. FY 2021 Budget Reforecast

Davison outlined the key budget additions for the committee to review, which will be included in the budget reforecast presented during the respective committee and board meetings in January.

Public Comment – None.

Committee Discussion. Committee voiced unanimous support for all initiatives, with no opposition to expected costs or projected timeline.

7. Shipyard (Mering) Financial Adjustment

Cartier noted Shipyard requested a retainer adjustment due to agency calculation errors pertaining to commission rate being based on a gross budget instead of net, resulting in an additional payment to cover miscalculated costs. This cost was negotiated and came to an agreement of payment for half of original requested amount. Cartier also noted a Shipyard adjustment regarding staffing hours being calculated per a 12-month contract rate whereas the contract reflected 18 months of work. Cartier provided an update on Shipyard co-op pricing miscalculation due to the calculated rate only included hard costs for editing/producing, and didn't factor in agency time in market. Cartier reiterated the importance of full disclosure and transparency, and that outside of the commission rate adjustment, no additional funds were or will be paid to Shipyard for miscalculations in their estimates.

Public Comment – None

Committee Discussion.

8. Travel Trade & Marketing Update

Davison highlighted updates on the upcoming Xplorit virtual experience project and noted it is in final editing stage. Davison noted the upcoming CalSAE conference in Sacramento on December 14th & 15th which will include 10 one-on-one appointments with Association Executives, and a destination tradeshow booth with 3 lodging investors. Davison noted specific blog content being written for meeting space and conference event space. Cartier shared a preview of the new SLOCAL.com website redesign, noting the soft launch to take place this month. Cartier highlighted SLOCAL.com's latest website traffic data. Cartier noted two current media FAMs in market.

Public Comment – None

Committee Discussion. Committee gave positive feedback and praise of the new website design, with a suggestion to offer a booking link to route directly to the hotel's website, not exclusively through booking.com.

ANNOUNCEMENT OF CLOSED SESSION ITEM

9. Employee Departure

CLOSED SESSION REPORT

No action was taken by the Committee during Closed Session.

ADJOURNMENT

Adjourned at 2:15 pm. Davison, Cartier, Rudge departed at 1:30 pm, as Committee continued closed session discussion.