



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, January 13, 2022

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, Clint Pearce

ABSENT: Amar Sohi

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 12:03pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Visit SLO CAL's Annual Bash to be held May 5, 2022. Save the Date to be sent next week.

CONSENT AGENDA

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

4. Approval of the November Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

5. CEO Report

Davison announced the recruitment of three new team members joining Visit SLO CAL at the end of January: Adam Zarrin, Senior Director of Public Policy & Advocacy, Tracy Campbell, VP of Community Engagement & Advocacy, and David Fields, VP of Finance & Operations. Davison provided an update on the current open positions: Partner Engagement Manager and Director of Marketing. Davison requested Committee feedback on raising the open HR role from a manager level to a Director level to assist with attracting more candidates. Davison provided an update on the Events & Festivals Strategy, noting the phase 2 scope of work is finalized and has been released to 3 agencies. Davison explained that the MOU

language has now been changed to “commitment to collaborate and implement an events and festivals strategy.” Davison stated that the next steps are to present the new language to the board for approval, and to review the agency proposals for the phase 2 scope of work. Davison provided an update on the Customer Service Training and stated that the second learning session is scheduled for February 3. Davison noted that the next steps will be to review the learning session outcomes, draft curriculum outline, and determine the method for engaging destination partners for local expert component. Davison noted ICOM Productions is to begin customization of the learning platform, along with the Visit SLO CAL marketing team and Shipyard to create branding specific to the customer service training platform. Davison highlighted the recent need for larger office space and requested committee feedback, stating that the team has grown rapidly since 2020. Davison noted the new space requirements need to include a conference room for 20+, multiple small conference rooms, a larger kitchen with proper breakroom, ample storage, 9+ individual offices and a bullpen for 10+. Davison shared upcoming travel plans including the Visit California Outlook Forum and Poppy Awards, February 14-16, and the Visit California Mexico City CEO Mission from March 14-16.

Public Comment – None.

Committee Discussion. Committee voiced support for a larger office space, as the need is reasonable based on the size of the team and open positions and directed to staff to include dollars in the budget reforecast being presented to the Board. Committee agreed with adjusting the HR Manager role to a Director level in an effort to find more qualified candidates.

BUSINESS ITEMS

6. Visit SLO CAL Reserve Account Investment Update

Davison introduced Kenny O’Connell, SVP at Morgan Stanley Wealth Management via phone to walk the Committee through several alternative risk approaches to consider as the current investments in various laddered CD accounts are to be due over the next 1-2 years. O’Connell stated he will build recommendations and revisit the new plan during the following Committee meeting. Davison requested Committee feedback on investment approach and level of risk to consider.

Public Comment – None.

Committee Discussion- Pearce commented that a moderate level of risk is best, and that in our business we should not take significant risks; the priority is to protect the lodging community’s money and focus on the future.

7. Culture Update

Cartier provided further details on the December 6 Culture Retreat which included a review with the team on what has changed since the September Culture meeting and identified six pillars of what is expected and wanted as a team, such as trust and respect. Cartier explained that the team voiced their desire for more collaboration and the challenges that prevent collaboration by working remotely and in very tight office space. Cartier stated that the team identified the fact that they are selling fun and travel, and that it must be reflected in everyone’s daily routines.

Public Comment – None.

Committee Discussion.

8. FY 2021/22 Mid-Year Budget Re-forecast

Davison provided an update on the mid-year budget reforecast and stated that the budget has been reforecasted through June 30, 2022. Reforecasted revenue includes adjusted TMD assessment actual income from July – December, and the PPP recognized revenue. Davison provided details on items including revenue, expenses, total operating income, total prior years surplus, general & administrative, industry research & resources, travel trade, marketing (advertising and digital), and engagement & advocacy.

Public Comment – None

Committee Discussion.

ACTION: Moved by Pearce/Graves to approve the Mid-Year Budget Re-forecast.

Motion carried: 4:0

9. Travel Trade & Marketing Update

Davison noted that the Xplorit project is complete and live on Xplorit.com/SLOCAL. Davison highlighted the outcome of the CalSAE Seasonal Spectacular in Sacramento on December 14-15 which included generating 96 sales leads and business opportunities for lodging investors. Davison noted the upcoming GoWest Summit in Reno, Nevada on February 13-16 to be attended by Charles Crellin on behalf of Visit SLO CAL. Cartier provided an update on the mid-year completed scope of work from July – December 2021, and upcoming planned scope of work for the remainder of the fiscal year. Cartier shared a preview of the newly designed Visit SLO CAL website which launched in December. Cartier noted the upcoming SLO CAL Open being held in Pismo Beach from January 27 -30 and in Morro Bay from February 24-27.

Public Comment – None

Committee Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM

10. Employee Departure

CLOSED SESSION REPORT

No action was taken by the Committee during Closed Session.

ADJOURNMENT

Adjourned at 1:38 pm.