



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, July 11, 2022

12:00pm-2:00pm

VSC Office, 81 Higuera Street, Ste 220, San Luis Obispo, CA 93401

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

ABSENT: Cathy Cartier

STAFF PRESENT: Chuck Davison, Emily Rudge

Call to Order at 12:18pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Reminder to sign the Conflict of Interest Forms

CONSENT AGENDA

3. Approval of May 12, 2022 Executive Committee Meeting Minutes

4. Approval of May 2022 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

5. CEO Report

Davison shared the May STR report data, highlighting that competing areas are seeing increases YOY while SLO CAL is slightly down, reminding the committee that SLO CAL remained open during all of Covid and performed very strongly, while competitors were closed and are now fully open. Davison provided a recap on the June IPW Trade Show, highlighting 39 trade meetings and 17 media marketplace meetings. Davison highlighted the June 10 Industry Council Roundtable with Assemblymember Cunningham, the upcoming lodging owners meeting with Senator Laird, and a follow up meeting with Congressman Carbajal. Davison discussed the recent local election results and how the winners will impact future tourism partnerships and Advisory Committee member seats. Davison shared that he and Melissa James at REACH are working on a

plan for the Fall to collectively onboard the new elected officials and develop relationships based on the overall economic development of the community. Davison noted Advocacy updates including Travel Paso's TID 10 Year Renewal and Toni LeGras' reappointment by the Board of Supervisors for another 3- year term on the VSC Board. Davison provided a staffing update, noting that Kristen Buhring, Sales Manager, joined the team on June 13, and Alyssa Manno, Partner Engagement Manager, will join on July 20. He noted that interviews continue for the Director of Sales role. Davison noted there are currently two final candidates for the Director of HR role, the recently opened role of Digital & Social Media Producer, and a soon to be posted role of an in-house graphic designer. Davison noted his upcoming travel schedule for July and August.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Office Buildout Update

Davison shared an update on the new office space for VSC, stating the full team has been in the office since June 14. He shared some renderings from the interior designer and noted the finalized design plan is still underway with a follow up meeting scheduled for July 22. He noted the expenses incurred to date and stated that additional funding will be requested in the August meeting to complete the design. He stated some of the anticipated upcoming expenses as being the videoconferencing equipment, final interior design proposal including furniture, artwork and soft seating, and the exterior signage. The majority of the expenses are CapEx.

Public Comment – None.

Committee Discussion.

7. ESC 2050

Davison noted that the MMGY NextFactor contract has been signed and the project timeline is expected to run from June 2022-November 2022. He announced the E&FS working group project kickoff is scheduled for August 12, and that the working group has been expanded to 25 participants. He shared that next steps are interviewing the working group and stakeholders between July & August, cataloging all visitor related events and festivals in the region, and developing a rating system for the events in the community.

Public Comment – None.

Committee Discussion.

8. Compensation & Benefits Study Results

Davison highlighted the results of the recent compensation and benefits study which was completed through a partnership with 12 other CA DMOs. He shared that the cost of living was reviewed across 13 DMOs to account for regional differences, and VSC created salary bands in order to standardize and rationalize compensation across similar roles. In a measure of good faith, the adjustments were given as of June 1 instead of September, with the next adjustments happening in the normal annual timeframe of September 2023. The total adjustments made were 2.9% or \$39,000, which provides strong evidence that most employees are paid in accordance with market rates. VSC also fared well with the benefits study portion, especially with the 401K vesting schedule. Davison stated VSC is still working on a wellness component to the benefits package, as many competitors are now offering this as well.

Public Comment – None

Committee Discussion. Pearce noted that many companies are now doing whatever it will take to keep, retain, and attract. Attracting and keeping talent is an ongoing issue across all industries.

9. Luxury Forum Update

Davison provided an update on the upcoming Visit California Luxury Forum which SLO CAL won in an RFP against 20 other destinations, and will be the first time being held in SLO CAL. He noted the event will be October 23-26 and will provide huge exposure for the community; it will include 40 top domestic and international luxury buyers in the area and will have 40% domestic, 40% Canada, UK, and Mexico, and 20% emerging markets. The experience events will take place in SLO, Pismo and Paso. Davison noted that select VSC Board members may be able to participate in some of the events such as the breakfasts or dinners. He noted that the next steps are VCA site visit in August, finalizing the hotel contracts, and finalizing the list of locations and experiences.

Public Comment – None

Committee Discussion.

10. Travel Trade & Marketing Update

(Davison provided an update in Cartier's absence). Davison shared an update on the increased summer media activation which ran from May 16 – June 30, with a total of \$138,581 spent with Sojern and Expedia. Expedia results showed a 28:1 ROAS, with 7.1K room nights booked. Sojern results showed a ROAS of 7.06:1 with 90 room nights booked. Davison shared details of the upcoming campaign effectiveness study to be done through Heart & Mind Strategies, and it will help determine the impact of the Land of...campaign, as well as assess the ROI. Results are expected in mid-August. Davison announced that a Land of... 2.0 Asset Shoot with Shipyard is planned for the week of July 25 and the new assets will work to increase cross-visitation among communities, with a focus on outdoor families, YOLO and explorers. Davison shared the upcoming plans for Visit California's upcoming ad campaign "Childhood Rules" which will include SLO CAL. The campaign will feature horseback riding in Pismo Beach and Sensorio in Paso Robles, with the shoot scheduled for late August or early September. The shoot will require hotel rooms for approximately 75 people for 2 nights, with the campaign airing in mid-January.

ADJOURNMENT

Adjourned at 1:53pm.