



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, May 12, 2022

1:00pm-3:00pm

Central Coast Brewing, 6 Higuera Street, San Luis Obispo, CA 93401

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

ABSENT: Clint Pearce

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 1:08pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Reminder of the Advisory Committee to be held the next day on May 19.

CONSENT AGENDA

3. Approval of April 14, 2022 Executive Committee Meeting Minutes

4. Approval of March 2022 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

5. CEO Report

Davison shared a recap of the 4/19 SBP Air Service Development meeting and a recap of the 4/25 HQ meeting in Seattle with Alaska Airlines. Davison noted the media coverage for National Tourism & Travel Week (May 1 – 7) which included features on KSBY, KEYT, and an upcoming spot on the Dave Congalton show. Davison noted his participation on May 5 as a guest lecturer during Sandy Shen's class at Cal Poly and an upcoming lecture on May 25 during Jamie Wallace's class. Davison shared the confirmed FY 2022/23 Executive Committee meeting schedule. Davison highlighted an office move update, sharing that the team's first day in the new office will be June 8. Davison shared a recap of the 4/21 Culture Retreat with FiredUp Culture, noting that future Culture Work will be focused on the Executive Team and providing strategic

leadership. Davison shared an update on the current open positions. Davison highlighted the 4/22 Hospitality Owners Roundtable meeting with Congressman Carbajal and thanked those who attended. He also shared the upcoming 6/10 Lodging Owner Briefing with State Assembly Member Jordan Cunningham and an upcoming meeting with Senator Laird (date pending). Davison noted additional advocacy items: a letter of support for the Cambria Christmas Market Permit Extension, a letter of support for the Swinging Bridge in Arroyo Grande, and Proclamations from the County Board of Supervisors and multiple City Councils for National Tourism & Travel Week. Davison shared upcoming CEO Travel.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Media Activation

Cartier shared an additional media buy activation request of \$138,581 due to the fairly significant softening in the last 6 weeks. The media is typically decreased at the end of April but staff recommends increasing spend from May 16 – June 30 to help offset the slowdown as we enter peak season. The plan features utilization from two partners, Sojern and Expedia. The expected ROI from Sojern is an estimated 43,200 rooms and the Expedia ROI is a 4:1 revenue to ad spend.

Public Comment – None.

Committee Discussion. Patel commented that it is a great idea and he has definitely seen a softening. Sohi commented that he trusts Visit SLO CAL's forecast.

ACTION: Moved by Eads/Patel to approve increasing the media plan as proposed for the balance of FY 22 beginning Monday, May 16.

Motion carried: 4:0

7. Board Member Selection Process

Davison highlighted the recent Board Member Selection Process, noting that the application process was open from April 4 – 29. Visit SLO CAL received one request for re-appointment, four elected seats reapplied, 3 new applications, and two resignation notices. Davison noted that Toni LeGras, who holds the County Appointed Seat, wishes to renew and submitted a letter to the District of Supervisors, and noted that the City of SLO seat is now vacant due to Matt Wilkins resigning from LA Cuesta Inn. Davison noted that the upcoming SLO TBID meeting should help determine who will fill that seat. Davison noted the newly vacant seats due to Alma Ayon and Jay Jamison's retirement, the B&B seat and the RV Park seat, respectively. Davison reviewed the elected seat applicant renewals: Bryan Bonelli (vacation rental seat, Paso Robles), Mark Eads (at large seat, Pismo Beach), Nipool Patel (at large seat, San Luis Obispo), Clint Pearce (at large seat, San Luis Obispo). Davison noted the 3 vacant seats, two of which are at large, and one which is the Arroyo Grande appointed lodging seat. With no applications received, Davison suggested holding the RV Park seat and B&B seat vacant until the September or November Board meeting so that viable candidates and applications can be reviewed. Davison also reviewed the new applicants: Hamish Marshall, AUZCO Developments; Ian Pullan, VP of Asset Performance for KSL Resorts; Britten Shuford, PRG Hospitality Group.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Eads/Graves to recommend that the Board approve Toni LeGras as the appointed seat for the County of SLO for consideration by the Board of Supervisors.

Motion carried: 4:0

ACTION: Moved by Sohi/Graves to recommend that the Board re-elect Bryan Bonelli, Mark Eads, Clint Pearce, Nipool Patel to the open seats on the Visit SLO CAL Board.

Motion carried: 4:0

ACTION: Moved by Graves/Eads to recommend that the Board elect Brit Shuford and Hamish Marshall to the open seats on the Visit SLO CAL Board.

Motion carried: 4:0

8. Executive Committee Seats

Davison outlined the current structure of the Executive Committee: Chair- Hemant Patel; Vice Chair- Aaron Graves; Secretary- Mark Eads; Treasurer- Amar Sohi; Past Chair- Clint Pearce. New seats, once appointed, would be effective July 1, 2022 for FY 2023. Davison noted that staff is requesting that the Executive Committee recommend a slate of candidates for the Board to consider at the May 2022 (Annual) Board Meeting.

Public Comment – None

Committee Discussion.

ACTION: Moved by Eads/Sohi to recommend for Board approval the following slate: Chair- Aaron Graves; Vice Chair- Amar Sohi; Secretary- Mark Eads; Treasurer- Clint Pearce; Past Chair- Hemant Patel.

Motion carried: 4:0

9. Marketing Committee Member Application Approval

Cartier shared the details of the recent Marketing Committee application process which was open from April 26 – May 6. Cartier shared that five total applications were received, three of which were renewals: Jim Allen, Hearst Castle; John Sorgenfrei, TJA Advertising; Jill Tweedie, Breakaway Tours Wine and Events. The two new applications received were from: Linda Sanpei, CEO & Founder of the PR and Marketing agency Parker Sanpei; Cassidy Clark, Marketing Director of Peachy Canyon Winery. Cartier shared the Marketing Committee's recommendation during their May 10 meeting to approve the renewal of Jim Allen, John Sorgenfrei, and Jill Tweedie, and the approval of Linda Sanpei. Cartier shared the Committee's recommendation to assign Cassidy Clark to the newly formed Social Media Taskforce due to her extensive background in

social media strategy. Davison noted that based on the Executive Committee's decision, this item would become part of the Consent Agenda during the May 18 Board Meeting.

Public Comment – None

Committee Discussion.

ACTION: Moved by Sohi/Graves recommend that the Board approve, through the consent agenda, the Marketing Committee's selection for the renewal of Jim Allen, John Sorgenfrei and Jill Tweedie and increase the committee size adding Linda Sanpei.

Motion carried: 4:0

10. Business & Marketing Plan

Davison noted that the draft FY 2023 Business & Marketing Plan was included in the digital 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 2023 plan includes four organizational objectives aligned with the four imperatives in SD 2023, and key results associated with each objective which ladder down to the department and individual objectives and key results (OKRs). Cartier outlined Visit SLO CAL's marketing strategies such as noting the primary and secondary audiences, the storytelling framework behind campaigns such as The Land Of..., the House of Brands, and SLO CAL Crafted. Cartier highlighted the approaches for FY 2023 paid media performance, owned media, earned media, and PR. Cartier shared the planned approach for Partnerships and Events. Davison shared the planned approach for Sales, Experience SLO CAL 2050, EDI & Advocacy. Davison noted that the Marketing Committee recommended approval of the Plan at their May 10, 2022 meeting.

Public Comment – None

Committee Discussion.

ACTION: Moved by Eads/Sohi recommend that the Board approve the FY 2023 Business & Marketing Plan in concept as presented.

Motion carried: 4:0

11. Review of the FY 2023 Budget

Davison presented the proposed FY 2023 annual budget, including three additional staff positions, and walked the Committee through revenue projections and expenses by department. Davison highlighted a TMD revenue of \$9,007,192, with estimated growth as 4% over FY 2022 actuals for July – October. Davison requested feedback on the addition of the three new roles: Communications Coordinator, Events Manager, and Graphic Designer.

Public Comment – None

Committee Discussion.

ACTION: Moved by Sohi/Graves recommend that the Board approve the FY 2023 Budget as presented.

Motion carried: 4:0

12. Travel Trade & Marketing Update

Cartier provided an update on the recent AAPI month features which included social media and blog posts, and highlighted the American Craft Beer Week activities.

Public Comment – None

Committee Discussion.

Davison noted the upcoming June 16 Executive Committee meeting which will take place in the new Visit SLO CAL office.

ADJOURNMENT

Adjourned at 3:18pm.