



# Minutes

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## Visit San Luis Obispo County Executive Committee

### Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, May 3, 2016

1:30pm

Visit San Luis Obispo County Office  
1334 Marsh Street, San Luis Obispo, CA 93401

**1. CALL TO ORDER:** Jay Jamison

**PRESENT:** John Arnold, Jay Jamison, Noreen Martin, JP Patel, Clint Pearce

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

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**Call to Order at 1:39pm.**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

None.

**ANNOUNCEMENTS**

None.

**CONSENT AGENDA**

**3. Approval of February 11, 2016 Executive Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

C. Davison asked the Executive Committee to approve the Consent Agenda as presented.

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

**Motion carried: 5:0**

**BUSINESS ITEMS**

**4. Advisory Committee Meeting Update**

VSLOC will be holding its semi-annual Advisory Committee Meeting on May 5, 2016, from 3pm-5pm at the Embassy Suites. Davison highlighted key agenda items, and encouraged the Executive Committee members to attend and provide feedback during public comment periods.

Committee Discussion.

Public Comment – None.

## **5. CEO Annual Review**

Davison reviewed the main points of his current contract as President & CEO, including duties, matters requiring consent of the Board, annual salary, bonuses, the annual review process and annual bonus compensation.

Committee Discussion. The Committee discussed the annual review process, and determined that the Committee would hold a meeting on May 13, 2016 at 1:30pm at the Martin Resorts Corporate Office to discuss the President & CEO's Annual Review. The Committee also discussed starting this process before the end of the coming fiscal year.

Public Comment—None.

## **6. Board Member Selection Process**

The Committee discussed the seats up for re-appointment and re-election as of July 2016 and recommended next steps for procedure based on the VSLOC Bylaws. VSLOC will be opening applications for the elected Board seats that are open, and will follow up with James Davison, whose appointed seat is up for re-appointment. Davison noted that it would be beneficial to maintain the current Executive Committee seats for consistency, pending Board approval.

Committee Discussion.

Public Comment—None.

## **7. Marketing Agency Update**

VSLOC's contract with Catalyst was terminated as of April 30, 2016 with outstanding items estimated to be delivered by mid-month. VSLOC's contract with BCF is in development and their immersion plan is in its final phase.

Committee Discussion.

Public Comment – None.

## **8. Executive Committee Power**

Davison reviewed the language on Executive Committee Power in the current Bylaws. John Lambeth of Civitas recommended that VSLOC actually establish what power the Executive Committee has without Board consent. Davison reviewed the actions that the Executive Committee can and cannot take per the current Bylaws, and asked the Committee if they wanted to recommend a change to the current Bylaws regarding what power the Executive Committee has without Board consent for Board approval.

Committee Discussion. The Committee recommended against changing the Bylaws.

Public Comment – None.

## **9. Strategic Plan Update**

Davison provided an update on the progress to date, as well as the timeline, for VSLOC's Strategic Plan which is projected to be completed the first week in June and delivered to the Board for approval at the June meeting.

Committee Discussion.

Public Comment – None.

## **CEO REPORT**

### **10. CEO Report**

The Committee reviewed the FY2016-17 Budget Process and Timeline. Davison noted that VSLOC will do a reforecast in Q1 of FY2016-17 based on Strategic Plan developments. Davison also made the Executive Committee aware that he would be requesting the carryover of an approved staff position that was not filled (Web/Creative Developer) along with one new staff position (Executive Assistant) to be established in the coming fiscal year.

Davison provided an update on the Conference Center Feasibility Study, noting that based on the Strategic Plan, VSLOC will be making a recommendation to the Board at a future Board Meeting.

Davison provided an update on VSLOC's Research Study. Project 2 (Feeder Market Awareness Study) results will be presented at the Tourism Exchange. Project 1 (Demographic & Share-of-Wallet Studies) data collection will be completed in the coming weeks, with findings to be delivered May or early June.

The San Luis Obispo County Tourism Exchange will take place Friday, May 6, 1:00pm-5:00pm at the Historic Fremont Theatre in San Luis Obispo, followed by a reception at the Mission Gardens (5:30pm-7:00pm).

Davison provided an update on his travel schedule, and requested Committee approval for an out of travel policy upgrade to Economy Plus Seating on long haul flights during his trip to China (May 18-28).

Coast National Bank is requesting a reduction in VSLOC's line-of-credit as they undergo the finalization of a merger. VSLOC's line-of-credit balance is now below \$80,000. The goal would for this to be below \$0 by the end of the year. This will be part of the June Board meeting discussion.

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Patel/Martin to approve the seating upgrade as noted for this flight.

**Motion carried: 5:0**

### **11. Future Meeting Date**

The next meeting will take place June 7, 2016 at 12:30pm. Lunch will be provided.

Committee Discussion.

Public Comment – None.

## **ADJOURNMENT**

**Meeting adjourned at 3:30pm.**