



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, September 18, 2017

11:30am

Visit SLO CAL Conference Room
1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Aaron Graves, Jay Jamison, Clint Pearce

ABSENT: John Arnold

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:34am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison reminded the Committee to cc "Records@SLOCAL.com" on any emails pertaining to other Board, Committee and VSC team matters of official Visit SLO CAL business.

The SLO Airport is hosting a Grand Opening for its new terminal on October 14, 2017 from 5:30pm-9:00pm. All VSC Board members are invited.

CONSENT AGENDA

3. Approval of August 16, 2017 Executive Committee Meeting Minutes

4. Approval of June/FY2016-17 Year-End Financials

5. Approval of July and August Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 3:0

CEO REPORT

6. CEO Report

Davison reviewed the July Travel Trends Index from U.S. Travel, and pointed out that international tourism is slumping in 2017 due to two factors: the “Trump Slump” and the valuation of the dollar leading to a decrease in business.

VSC will be presenting its bi-annual update at the City Managers Meeting on September 22, 2017. Davison noted that he received positive feedback from councilmembers during the Morro Bay City Council Meeting on August 22, 2017. Davison recapped the CalTravel Executive Committee and Board Meetings (August 17-18, 2017) and the key takeaways from U.S. Travel’s Educational Seminar for Tourism Organizations (ESTO), which the VSC leadership team attended from August 26-29, 2017. U.S. Travel issued a number of insightful new reports, which VSC forwarded to constituents and elected officials via email.

Davison provided an update on VSC’s Highway 1 closure communication efforts. Assemblyman Cunningham’s office has reached back out to Caltrans to follow up after its meeting with VSC and other North Coast constituents in August. Caltrans recently released a rebuild plan with Highway 1 at Mud Creek opening to traffic by late summer of 2018. Davison participated with VCA in the Best Buddies Challenge: Hearst Castle, which was a great opportunity to get the message out that Highway 1 is open in SLO CAL. During the event, Davison met with Lieutenant Governor Gavin Newsom and asked for additional support and influence with Caltrans.

VSC leadership held its quarterly check-in on the progress of the Operational Plan with Coraggio Group on August 24, 2017. Many items are on track, but several marketing-related items are behind schedule based on new marketing contracts and staffing, which VSC is working to correct.

VSC will be holding its Fall Industry Educational Symposium on September 21, from 8am to 12:30pm, at Embassy Suites in SLO, which will feature presentations from Visit SLO CAL, Visit California, Arrivalist, JBS Hotels, and Host Compliance.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

7. FY2016-17 Audit

As part of its contract with the County, VSC is required to do a full-scale audit each fiscal year. This was VSC’s second successful audit. The audit did not identify any deficiencies in internal control that were considered to be material weaknesses. The auditor noted that changes recommended in the FY2015/16 audit regarding the Segregation of Accounting Duties and Vendor Invoices had been implemented in FY2016/17; however, we are working with them to make sure this is clear in the report. The report identified, however, that VSC’s cash account balance has exceeded the FDIC insured amount at various times throughout the year. The contingency fund will continue to weigh against this balance as it increases monthly.

Public Comment – None.

Committee Discussion.

Moved by **Jamison/Graves** to approve the FY2016-17 Audit as presented for recommendation to the Board and submission to the County, and authorize Burkart & Stevens to file VSC’s FY2016-17 Tax Return.

Motion carried: 3:0

8. FY2016-17 Annual Report

As part of its contract with the County, VSC is required to produce an annual report.. The report will be brought to the Board for approval on September 20 and is due to the County by September 29. Once delivered to the County, VSC will work to schedule its annual report presentation to the County Board of Supervisors.

Public Comment – None.

Committee Discussion.

Moved by Graves/Jamison to approve the FY2016/17 Annual Report as presented for recommendation to the Board and submission to the County.

Motion carried: 3:0

9. PR Agency Selection

On September 12, 2017, three national Public Relations firms presented their proposals to the Marketing Committee: Turner Public Relations, Mfa, and The Brandman Agency. The Marketing Committee unanimously recommended the approval of Turner Public Relations as VSC's PR Agency of Record, based on their innovative and strategic approach, strong measurement focus and their authenticity.

Public Comment – None.

Committee Discussion.

Moved by Graves/Jamison to allow the President & CEO to begin contract negotiations with Turner Public Relations as VSC's PR Agency of Record.

Motion carried: 3:0

10. Board and Executive Committee Seats

With the sale of his property at the end of August, JP Patel officially provided his letter of resignation from the Visit SLO CAL Board on September 6, 2017. Amar Sohi of the Holiday Inn Express (Atascadero) has applied for JP Patel's Board seat and VSC submitted a letter of recommendation on his behalf to the City of Atascadero. Atascadero TBID will appoint a new Board member on September 20, 2017, which will go to the City Council for approval on October 10, 2017.

Public Comment – None.

Committee Discussion.

11. Board Member Attendance

Based on the transition to a bi-monthly meeting schedule, regular Board attendance at meetings is more critical than ever. Davison reviewed the guidelines from the VSC bylaws, and noted that VSC will be asking the Board to adhere to these guidelines, as they will be followed more strictly moving forward. He also noted that tardiness is preferable to absence from the meeting.

Public Comment – None.

Committee Discussion.

12. County Agreement with Airbnb

On August 12, 2017, the County Board of Supervisors (CBoS) approved an agreement with Airbnb, requiring them to collect taxes and assessments in the County unincorporated area. Davison relayed some of the concerns raised by some vacation rental constituents about the agreement, and noted that some constituents feel that the County has compromised legal vacation rentals to collect TOT dollars without evidence of each property being licensed. Additionally, some are worried that the new agreement may cause legal vacation rentals to double pay if they are not aware. VSC has been in contact with VSC Board Member Jim Hamilton with the County Tax Collector's office, and the County is developing an FAQ that VSC will be able to share on the Member's Area of its website.

Public Comment – None.

Committee Discussion.

13. Financial Discussion

VSC Treasurer John Arnold had requested that VSC look into credit card options that do not require Davison to be a personal guarantor on the account. Davison reviewed the details and benefits of VSC's current credit card account, and noted some of the alternate options, most of which require a personal guarantor. However, Pacific Premier Bank offers a non-profit card option that would not require a personal guarantor with the same limit that VSC currently has.

VSC's FY2016-17 audit noted that VSC's cash account balance has exceeded the FDIC insured amount at various times throughout the year. One option is to transfer a portion of our cash assets to a CD, short-term investment account or other financial institution account. Davison asked the Committee for their recommendations.

Public Comment – None.

Committee Discussion. The Committee requested that VSC research the options, including what Bank of the Sierra provides for accounts that yield a higher interest rate.

14. Marketing Update

Davison provided an update on key marketing initiatives.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by Jamison/Graves to adjourn the meeting.

Motion carried: 3:0

Meeting adjourned at 1:32 p.m.