



# MINUTES

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## Visit SLO CAL Executive Committee

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#### Meeting Minutes

Monday, May 15, 2017

1:30pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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

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

**ABSENT:** Noreen Martin

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

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**Call to Order at 1:32pm.**

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

None.

#### **ANNOUNCEMENTS**

Davison referenced the news regarding the resignation of Dan Buckshi (County CAO) and Dave Buckingham (Morro Bay City Manager), and noted that Arroyo Grande's new city manager started on May 1, 2017. Stage 3 of the AMGEN Tour of California is May 16, 2017, with an 11:15am start in Pismo Beach and a 3:45pm finish in Morro Bay.

#### **CONSENT AGENDA**

**3. Approval of April 18, 2017 Executive Committee Meeting Minutes  
Approval of April Visit SLO CAL Financials**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0:1  
J. Arnold abstained.**

#### **CEO REPORT**

**4. CEO Report**

Davison thanked the Committee members who attended VSC's annual Tourism Exchange on May 11, 2017. He noted that more than 170 attended the event, and the team received great feedback from those who attended. Several media outlets covered the event, and the videos and presentations from the event will be available online in the coming weeks.

Davison and Burnham attended Visit California's Silver Anniversary Celebration on May 3-4, 2017, along with Mayor Steve Martin, Visit SLO CAL Chair Jay Jamison and several members of the SLO CAL tourism community.

Davison reported out on the Black Diamond UK/Ireland Travel Trade and PR Mission from April 23-29, 2017, which he attended with Wambolt.

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **ANNOUNCEMENT OF CLOSED SESSION ITEM(S)**

Jamison announced the Closed Session item listed below.

#### **11. CEO Annual Review**

##### **CLOSED SESSION REPORT**

During open session, Jamison announced that the Committee approved the CEO Annual Bonus at 20 percent, as outlined in the employment agreement, for presentation to the Board of Directors.

#### **5. FY2017/18 Budget**

Davison presented the FY2017-18 annual budget.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Pearce/Patel to approve the FY2017/18 Budget as presented.

**Motion carried: 4:0**

#### **6. Records Retention Policy Update**

The California Supreme Court has determined that district-related communications sent to private emails, or text messages sent to private cell phones, are considered public records and subject to disclosure upon request. VSC has contracted with CIVITAS to update our Record Retention Policy. Under this policy, VSC directors, officers, employees, volunteers or agents are required to copy "records@slocal.com" on all email messages regarding VSC business. This would not be required on emails that don't include VSC officials or employees – such as a Board or Committee member forwarding communications to a city manager.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Arnold/Pearce to approve the updates to the Document Retention Policy for presentation to the Board of Directors.

**Motion carried: 3:0**  
**Patel departed prior to the vote.**

## **7. Board Member Selection Process**

Hamilton's County appointed seat was approved for renewal, as was N. Patel's City of San Luis Obispo appointed seat. VSC is still waiting for approval on J. Patel's Atascadero appointed seat and Seymour's Morro Bay appointed seat. Three applications were received for Martin's current at-large seat: Aaron Graves (who currently holds the designated B&B seat), Melissa Colon of Pacifica and Lori Keller of Martin Resorts. Davison disclosed that Keller's application was submitted after the May 1 deadline. Keller is currently on the Marketing Committee and would also act as a liaison to the Board from that committee, if approved.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Arnold/Pearce to recommend presenting Lori Keller to the Board of Directors for approval.

**Motion carried: 3:0**

## **8. Board Liaison Community Meeting Update**

Davison provided an update on his recent Board Liaison Community Meetings with Grover Beach (May 12), Paso Robles (May 12) and the County of San Luis Obispo (May 15), and noted his upcoming meetings with Pismo Beach (May 17), Atascadero (May 19) and the City of San Luis Obispo (July 6).

Public Comment – None.

Committee Discussion.

## **9. Conference Center Feasibility Plan Update**

The Countywide Conference Center Market Study was released on May 8, 2017 to constituents, municipalities and the media. This release received press coverage from The Tribune and resulted in an interview on KVEC's Dave Congalton show on May 9, 2017. VSC is awaiting feedback from the individual communities following the Board Liaison Community Meetings.

Public Comment – None.

Committee Discussion.

## **10. Marketing Update**

VSC is working with BCF to finalize the FY2017/18 Marketing Plan, which will be presented to the Marketing Committee on June 13, 2017 and to the Board for approval on June 21, 2017. The Committee viewed the 7-page advertorial co-op that was published in the May issue of Alaska Airline's *Beyond* Magazine. Website traffic continues to rise, exceeding 500,000 visitors in the month of April. Not all of this traffic was the result of paid advertising, and metrics show Denver and Seattle in the top 3 markets contributing to this traffic. Also, the YTD increase in organic web traffic to destination pages ranges from double to triple digits.

Public Comment – None.

Committee Discussion.

**ADJOURNMENT**

Meeting adjourned at 3:28pm.