



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Thursday, September 6, 2018

1:30pm

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

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** John Arnold, Mark Eads, Jay Jamison, Clint Pearce

**ABSENT:** Aaron Graves

**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

Cava Robles, a new RV resort in Paso Robles is hosting a VIP Ribbon Cutting and Reception on Tuesday, September 25, 2018 at 4:30-6:00pm. RSVP to [cavarobles@suncommunities.com](mailto:cavarobles@suncommunities.com).

### CONSENT AGENDA

- 3. Approval of August 16, 2018 Executive Committee Meeting Minutes**
- 4. Approval of July VSC Financials**
- 5. Ratification of Hemant Patel as Morro Bay's Appointed Board Member**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 4:0**

### CEO REPORT

**6. CEO Report**

Davison noted that Visit SLO CAL's (VSC) \$250k line of credit renewal has been processed. He reminded the Committee that this is maintained in case of an emergency or disaster, and thanked them for completing the necessary forms for renewal.

Visit California is scheduled to begin production soon on its new family television spot, and for the third consecutive year, SLO CAL is scheduled to be included, along with only a handful of other destinations. This ad is expected to run in six countries and our inclusion speaks to the value and need for our continued partnership with Visit California. At the August 17, 2018 City Manager Meeting, VSC provided an update on key initiatives. Davison outlined the city managers' feedback on the TMD renewal. Davison reported out on Cal Travel's Summer Board Meeting on August 24, 2018. Davison reminded the Committee that appointed VSC Board Members should be proactively reporting out to their communities on a monthly basis. Since the November Board meeting falls the day before Thanksgiving, November 21, 2018, Davison asked the Committee if they would like to move the date. Davison reported out on recent local meetings and outlined his travel schedule for the months ahead.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **7. FY2017/18 Audit**

For the third year in a row, VSC received a clean audit from Burkart & Stevens Accounting. The Advisory Comments received were expected. With regards to "Segregation of Accounting Duties," they recommended that another individual open the checks received via mail and make a listing prior to processing. They also pointed out the "concentration risk" of having one bank exceed the \$250k FDIC insured limits—an issue we have mitigated by investing reserve funds in other banks; however, monthly assessment contributions often exceed \$250k so without moving funds to multiple banks the ability to fully mitigate is limited. VSC will continue to monitor the concentration and use best efforts to strategically place the funds into action quickly. We will present the finalized Audit documents for approval by the Board at the September meeting to meet our September 28, 2018 County submittal deadline.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Arnold/Eads to recommend that the Board approve the FY2017-18 Audit as presented.

**Motion carried: 4:0**

### **8. B&B Seat Update**

The application process for the B&B seat opened on July 23, 2018 and closed August 17, 2018. During that time, VSC received one application, from Alma Ayon, Owner/Chef/Innkeeper of Sundance B&B in Paso Robles.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Arnold/Jamison to recommend that the Board appoint Alma Ayon to the B&B Seat on the Visit SLO CAL Board.

**Motion carried: 4:0**

### **9. Destination Management Strategy Update**

Davison provided a progress update on the Destination Management Strategy (DMS). The Community Survey, Stage 6 of the DMS, generated more than 5000 responses—the most ever received by Resonance Consultancy, and was promoted by Assemblyman Cunningham, Supervisors, Mayors, City Managers, Chambers of Commerce, TBIDs, Cal Poly, and through local

news outlets. The next Steering Committee Meeting, on September 20, 2018, will include a review of current data collection to-date, and will be an opportunity to gain topline feedback from the group. The Steering Committee will also review next steps and direction. Davison outlined the upcoming stages of the DMS process.

Public Comment – None.

Committee Discussion.

## **10. TMD Renewal Update**

Davison met with John Lambeth on August 24, 2018 in advance of a meeting with the County Administration on August 29 to determine County requirements and the process for renewal. VSC is currently reviewing the Civitas contract, which calls for the completion of the Tourism Marketing District (TMD) renewal process in 10 months, at a cost of \$57,000. The proposal calls for the formation of a steering committee to provide guidance and keep the project on track. Davison noted that it would make sense for the Executive Committee to act as or be part of this committee. Davison also recapped some of the proposed changes to the Management District Plan (MDP) that were discussed at the August Executive Committee Meeting, and noted that he is continuing to meet with key stakeholders to discuss the renewal of the TMD. Davison outlined the next steps in the TMD renewal process.

Public Comment – None.

Committee Discussion – The Committee agreed to serve as the renewal Steering Committee. The Committee agreed with the proposed changes to the MDP for presentation to the Board. Arnold noted that additional at-large strategic partner Board seats would need to be regional organizations in order to make it fair. The Committee agreed that additional feedback from key stakeholders surrounding the renewal should come back to the Executive Committee for review and feedback prior to being shared at-large.

## **11. Marketing Update**

Davison provided an update on travel trade efforts and key marketing initiatives. He also noted that the FY 2018/19 Media Plan will be presented to the Board at their September meeting, once the Marketing Committee has the opportunity to review and approve it.

Public Comment – None.

Committee Discussion.

## **ADJOURNMENT**

Meeting adjourned at 3:09pm.