



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, November 7, 2018

2:00pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Mark Eads, Aaron Graves, Clint Pearce

ABSENT: John Arnold, Jay Jamison

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 2:13 pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of October 15, 2018 Executive Committee Meeting Minutes

4. Approval of September VSC Financials

5. Ratification of Mark Roemer as Pismo Beach's Appointed Board Member

Public Comment – None.

Committee Discussion.

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

Motion carried: 3:0

CEO REPORT

6. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for September 2018 and September 2017. Visit SLO CAL hosted our media agency (Miles Partnership), creative agency (BCF) and PR agency (Turner PR) for a one-day All-Agency Meeting in Paso Robles on October 23, 2018. Davison reported out on the outcomes and developing strategies coming out of this

meeting. On October 24, Visit SLO CAL hosted its Fall 2018 Industry Educational Symposium, which attracted 95 attendees. The event was recorded, and the presentations are currently available on SLOCAL.com. On October 24, Visit SLO CAL partnered with Congressman Carbajal to convene a Hotel & Lodging Industry Owners Advisory Meeting of property owners across the region who can be a resource as he engages on policy proposals moving through Congress. At the request of the City of Atascadero, Visit SLO CAL met with the City of Atascadero, their agencies and lodging investors to better understand Atascadero's lodging strategies and how VSC might be able to assist with their goals. Davison reported out on the key takeaways of the Southern California Visitor Industry Outlook Conference, which Operations Manager Brendan Pringle attended on October 25, 2018. He also reported out on the key takeaways of the Central Coast Economic Forecast, which members of Visit SLO CAL's team attended on November 2, 2018. From October 29-30, 2018, Visit SLO CAL, along with the SLO County Regional Airport (Kevin Bumen) and Volaire (Jack Penning) held meetings at the TakeOff Air Service Conference with air service providers like American Airlines, Skywest, United Airlines, Spirit and Contour to attract new air service to SLO CAL. VSC is expecting additional service announcements in the months ahead for spring launch. Davison reported out on Visit SLO CAL's Organizational Assessment, part of Imperative 1 (Optimize our organizational capacity) of Strategic Direction 2020, and noted that he is currently working through recommendations with Coraggio Group to identify next steps. Davison also reported out on Visit SLO CAL's FY 2017/18 Annual Report to the Board of Supervisors on November 6, 2018, and described the Board's positive feedback on the organization's efforts and effectiveness. Davison noted that Visit SLO CAL is currently in discussions with Visit California on a sponsorship activation for IPW 2019 (June 1-5, 2019). He requested the Committee's feedback on allocating \$65k in sponsorship funds toward an Icon Status activation, prior to presenting the opportunity at the November Board of Directors Meeting. He noted that Visit SLO CAL would not likely have another opportunity like this in the near future, since IPW won't return to California for another 7 years. Davison reported out on local meetings and his travel schedule for the months ahead.

Public Comment – None.

Committee Discussion. The Committee expressed support of IPW Sponsorship at the icon status level, with an allocation of \$65k in sponsorship funds. Eads said that it would be ridiculous to miss the opportunity.

BUSINESS ITEMS

7. TMD Management District Plan

Davison provided an update on the Tourism Marketing District renewal process. Davison pointed out that he has provided the second (revised) draft of the Management District Plan, with key components highlighted, to the Committee for review today, and that Visit SLO CAL would incorporate their feedback into a revised draft for the Board to approve. Davison noted that Visit SLO CAL needs to plan for the cost of additional future work, which he outlined to the Committee. He noted his conversations about the renewal with more than a dozen lodging stakeholders throughout the county, in addition to the Executive Committee. To date, there has been no opposition to an increase if the organization can map the reason and outline where funds would be directed. In several cases, it was suggested that Visit SLO CAL should pursue the full one percent while it was still available. Many offered to help champion the increase. Davison noted his November 1 conversation with Visit SLO CAL's Vice Chair, John Arnold (not present at the meeting), in which Arnold supported a 10-year district renewal, an increase of at-large Board members as long as they were assessed lodging investors, and a one percent increase, as long as it is clear what the additional funds would be used for. He also noted that he would be meeting with Toni LeGras of Beachside Vacation Rentals in Cayucos on November 14, 2018. Davison outlined the next steps in the TMD renewal process, and requested a motion to recommend Board approval of the Management District Plan with proposed changes.

Public Comment – None.

Committee Discussion – Graves and Pearce noted their support of a one percent increase in the assessment rate.

ACTION: Moved by Eads/Graves to approve the Management District Plan, with the adjustment of the assessment rate to a fixed two percent total.

Motion carried: 3:0

8. FY 2017/18 Satisfaction Survey

As part of its Strategic Direction 2020 Imperative of “Demonstrate value to stakeholders” and objective of “Increased stakeholder satisfaction scores,” Visit SLO CAL launched its FY2017/18 Stakeholder Satisfaction Survey on September 17, 2018 and closed it on October 19, 2018. The survey was sent to Visit SLO CAL’s constituent list, and separately, with individual tracking links, to the Board and Marketing Committee, and the organization offered six \$100 VISA gift cards in a drawing to boost participation. Davison reviewed the response rate of the survey, and some of the key results.

Public Comment – None.

Committee Discussion.

9. Destination Management Strategy Update

Davison provided a progress update on the Destination Management Strategy (DMS). Visit SLO CAL is currently reviewing and finalizing the Situational Analysis report, which summarizes research performed to-date and lays the groundwork for the Visioning Workshops. The DMS Steering Committee will meet on November 14, 2018 to review the Situational Analysis report and refine the issue framing and priorities going into the December Visioning Workshops. Davison also outlined the timeline of next steps in the process.

Public Comment – None.

Committee Discussion.

10. Marketing Update

Davison provided an update on travel trade efforts and key marketing initiatives. He also reported out on paid, earned and owned media results. He noted that Marketing slides will be sent to the Board in advance of the November meeting, and that the CEO report will also be sent in document form to the Board, as part of the Agenda Packet, to maximize time for the TMD renewal discussion.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 3:50pm.