



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, May 10, 2018

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, Lori Keller, Clint Pearce

ABSENT: John Arnold

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:31am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of April 18, 2018 Executive Committee Meeting Minutes

4. Approval of March Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0.

CEO REPORT

5. CEO Report

Davison reviewed the March Travel Trends Index from U.S. Travel.

VSC's next Advisory Committee Meeting is happening on June 7, 2018, from 3:00pm-5:00pm. Davison encouraged all Committee members to attend. Please RSVP to Brendan@SLOCAL.com. The FY18/19 Marketing Plan will be reviewed at the

VSC Board Meeting, after the Marketing Committee has the opportunity to review during their scheduled May 11, 2018 meeting. Davison reported out on the AGGB Chamber's State of the City and District 4 Breakfast on April 19, 2018 and VSC's collaboration meeting with the SLO Chamber on May 2, 2018. Davison provided an update on the Destination Management Strategy (DMS), including Resonance Consultancy's presentation at the Tourism Exchange on May 8, 2018, the first Steering Committee Meeting and Stakeholder Interviews, and media outreach efforts. VSC will need the help of its lodging investors to circulate the Visitor Survey for the DMS, which is launching June 1, 2018. All communications materials about the DMS is available at SLOCAL.com/DMS. VSC is in receipt of the initial draft Tourism Economics data for SLO CAL and has provided feedback. Davison reported out on the DI CEO Summit, which he attended April 23-26, 2018. On May 9, 2018, Davison participated in an Economic Development Business Attraction Focus Group that was led by Cal Poly. The meeting is the result of ongoing discussion about the need for a group to lead business attraction. VSC has been asked to help develop the governance structure through a workgroup for the prospective organization based on the success of the VSC governance model.

Davison noted that Brooke Burnham has applied for and will be interviewing next week for the CEO role at Visit Estes Park. Burnham informed Davison of this opportunity in March, and Davison informed VSC Board Chair Clint Pearce last month. Davison met with Mike Gamble, CEO of Searchwide, at the Destination International (DI) CEO Summit to lay the groundwork for their assistance in the event that VSC needs it. VSC Operations Manager Brendan Pringle was selected as a member of DI's 30 Under 30 program, which includes special professional development opportunities and the opportunity to attend DI's Annual Conference in Anaheim (July 10-13, 2018).

Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Board Member Selection Process

Davison provided an update on appointed Board seats up for renewal. The Grover Beach City Council approved Sam Miller's reappointment for its seat on May 7, 2018. The B&B Seat is the only elected seat up for renewal, and is determined by BOD vote. The application process was announced to B&Bs on April 19, 2018 with an April 30, 2018 deadline, and VSC received two applications: 1) Aaron Graves (Owner, Rigdon House, Cambria), who currently serves on the VSC Board and Executive Committee; and 2) Nina Leschinsky (Director of Hospitality, The JUST INN, Paso Robles).

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Keller to recommend for approval reappointing Aaron Graves to the B&B seat on the Board of Directors.

**Motion carried: 3:0:1
Graves abstained.**

7. FY2018/19 Budget

Davison presented the FY2018/19 annual budget. He noted that April financials have not yet been closed, but as part of the budget, VSC is recommending an estimated previous year carryover of \$100,000, and will use \$85,000 of FY2018/19 reserves to fund Destination Management Strategy payments.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Jamison to approve the FY2018-19 Budget as presented.

Motion carried: 4:0

8. Executive Committee Schedule

Davison reviewed the Executive Committee meeting schedule for FY18/19.

Public Comment – None.

Committee Discussion.

9. Tourism Exchange Recap

Davison recapped the 2018 Tourism Exchange, noting that a total of 203 attended the luncheon—a 19% increase over last year. Several government officials attended; however, city council meetings on the same day restricted the attendance of many officials. Davison played the FY2017/18 Year in Review video, and noted the positive feedback that VSC received post-event from Supervisor Adam Hill and from the survey that VSC sent out. Davison requested Committee feedback on the event.

Public Comment – None.

Committee Discussion.

10. Marketing Update

Davison provided an update on recent travel trade efforts and upcoming programs, and reported out on the SAVOR installation at Taste Washington and VSC's new product promotion program. He discussed recent and upcoming PR efforts, media results, and owned media metrics. He noted that VSC is working with its media agency, Goodway Group, to drill down on the quality of its web traffic coming from the campaign.

Public Comment – None.

Committee Discussion.

11. CEO Annual Review

Pearce reviewed the criteria set for the CEO's Year Three (3) (May 1, 2017 – April 30, 2018) bonus compensation: a 10 percent bonus is tied to VSC's operation and another 10 percent bonus is tied to Strategic Direction 2020 (VSC's Strategic Plan) imperatives.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Keller to approve the CEO Annual Bonus at 20% for presentation to the Board of Directors.

Motion carried: 4:0

ADJOURNMENT

Meeting adjourned at 1:29pm.