



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, May 10, 2018

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	C. Davison
---------------	------------

CONSENT AGENDA – <i>motion required</i>	C. Davison
---	------------

3. Approval of April 18, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of March & April Financials (*green*)
Staff will ask for Committee approval of the April 18, 2018 Executive Committee Meeting Minutes, and the March & April Financials.

CEO REPORT	C. Davison
------------	------------

5. CEO Report (15 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
----------------	------------

6. Board Member Selection Process (10 min) – *motion required*
The Committee will review applications for the elected B&B BOD seat up for renewal and will make a recommendation for BOD approval.
7. FY2018/19 Budget (25 min) – *motion required*
The Committee will review VSC’s FY2018-19 annual budget and will make a recommendation for BOD approval.
8. Executive Committee Schedule (10 min)
The Committee will review VSC’s tentative Executive Committee meeting schedule for FY2018/19.
9. Tourism Exchange Recap (10 min)
Staff will provide an update on the annual Tourism Exchange event and request Committee feedback.
10. Marketing Update (15 min)
Staff will provide an update on key marketing initiatives.
11. CEO Annual Review (20 min) – *motion required*
The Committee will discuss the VSC President & CEO’s annual review and will make a recommendation for BOD approval.

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, April 18, 2018

8:00am

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

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Jay Jamison, Lori Keller, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 8:18am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

VSC is hosting its annual Tourism Exchange at the Embassy Suites on Tuesday, May 8, from 11:00am-4:30pm, followed by a reception from 4:30pm-7:00pm.

CONSENT AGENDA

3. Approval of March 7, 2018 Executive Committee Meeting Minutes

4. Approval of Lindsey Hartig's Marketing Committee Application

Davison noted that VSC received three applications for the open seat on the Marketing Committee (Lindsey Hartig, Martin Resorts; Shari Clark, Parker Sanpei; and Alana Beal, Pasolivo), of which the Marketing Committee recommended Hartig. Hartig would take Lori Keller's seat on the Committee.

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0.

CEO REPORT

5. CEO Report

Davison reviewed the February Travel Trends Index. He noted that the U.S. Department of Tourism is no longer circulating international numbers after it was revealed that the numbers were not accurate.

Visit SLO CAL is partnering with the Jack & Jill Foundation on a WOW! Experience. VSC will be sponsoring a late stage cancer patient and their family of five to the experience of a lifetime in SLO CAL. VSC is planning an unforgettable itinerary for this family. The Committee viewed a video about WOW! and Davison introduced the Committee to the family VSC is hosting. He also thanked Martin Resorts for providing 4 nights of lodging.

Davison reported out on his meeting with the Alaska Airlines Strategic Route Planning team in Seattle. VSC hosted six members of the team at Taste Washington the following day to showcase its commitment to Seattle market activation and its partnership with Alaska Airlines.

VSC wrote a letter of support for SB-1090, which will help our communities with the impacts caused by the closure of the Diablo Canyon Power Plant.

Davison reported out on his call with Your People Professionals (YPP), regarding HR consulting support based on the issues discussed at the March 21, 2018 Board Meeting.

Davison reported out on his local meetings. He noted that the next Board meeting will take place May 17, 2018 at the Avila Lighthouse Suites, and will extend from 8:30am to 10:30am due to the number of key agenda items. Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Board Member Selection Process

Davison provided an update on the appointed BOD seats up for renewal: John Arnold's reappointment to the Paso Robles seat was approved by City Council on April 17, 2018; Roger Wightman was reappointed to the Pismo Beach seat by Pismo's city manager, Jim Lewis; Sam Miller is set to be reappointed to the Grover Beach seat by City Council on May 7, 2018 and the Arroyo Grande appointed seat remains vacant. The B&B seat is the only elected seat up for renewal. Elected seats are determined by BOD vote. Aaron Graves has expressed his interest in retaining this seat. Davison asked the Committee if they would like to open the application process to lodging investors as VSC has done in the past. If so, the process can open this week and close EOM.

Public Comment – None.

Committee Discussion. The Committee agreed that the application process for the B&B seat should be open to all investors.

7. Executive Committee Seats

Davison noted that this is an item on the May BOD agenda. Staff is requesting that Executive Committee members hold their current seats for another one-year term in an effort to maintain consistency for the organization as it moves through the Destination Management Strategy and into the TMD renewal process.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Keller/Graves to leave the Executive Committee "as is."

8. Destination Development Strategy

Davison reported out on VSC's kick-off call and follow-up call with Resonance Consultancy. VSC has renamed the Destination Development Plan the "Destination Management Strategy" (DMS), based on the connotations surrounding the words "development" and "plan." Resonance is assisting in crafting the messaging around the DMS prior to the Tourism Exchange. The VSC marketing team is working on all related communications. Resonance is working through the first draft of a visitor survey with VSC, and VSC is finalizing recommendations on 14 competitive analysis markets. Their research will begin in June. Davison noted that four DMOs are participating in municipality co-ops with Tourism Economics (economic impact and visitor volume studies): Paso Robles, SLO, Unincorporated SLOC and Morro Bay. Atascadero opted to do the visitor volume study only. Davison provided an update on the DMS timeline and the Steering Committee, and asked the Committee for any additional suggestions for steering committee members.

Public Comment – None.

Committee Discussion.

9. Operations Update

Davison provided an update on the FY2018/19 Budget planning process, noting that the final draft will be ready for Board Approval on May 17, 2018. VSC is forecasting a 2 percent increase in revenue next year, along with a revenue bump from the Inn at the Pier and the County's contract with Airbnb. Major new components will include an increase in rent and capital improvements with the expansion of VSC's office footprint, Destination Management Planning costs and the TMD renewal process. Davison showed the Committee a rendering of the new cubicle "bull pen" area, which includes two additional cubicles. He also noted that VSC has negotiated exit terms with the current tenant in Unit B (attached to VSC's existing office), offering an early exit fee. The tenant agreed to move out by no later than June 15. VSC will be making some minor tenant improvements, including some door removals and glass walls forming a hallway outside the conference room and two new offices in the newly added space for the President & CEO and VP of Community Engagement & Advocacy.

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.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 9:53am.

Visit SLO CAL

2017/2018 Financial Summary - March 2018

	This Month	Budgeted for Month	MTD Variance	MTD Actual v. MTD Budget %	MTD % of Total Income/Expenses	FISCAL YTD	YTD Budget	YTD Variance	YTD Actual v. YTD Budget %	YTD % of Total Income/Expenses
Income										
PY TMD Collected in CY	\$ -	\$ -	\$ -	#DIV/0!	0.00%	\$ 127,555	\$ 127,555	\$ -	100.00%	4.18%
Membership Dues	\$ -	\$ -	\$ -	#DIV/0!	0.00%	\$ 44,042	\$ 44,198	\$ (156)	99.65%	1.44%
TMD Income										
SLO County Unincorporated	\$ 64,405	\$ 64,405	\$ -	100.00%	24.62%	\$ 714,990	\$ 714,990	\$ -	100.00%	23.43%
SLO City	\$ 50,557	\$ 50,557	\$ -	100.00%	19.33%	\$ 540,955	\$ 540,955	\$ -	100.00%	17.73%
Pismo Beach	\$ 55,526	\$ 55,526	\$ -	100.00%	21.23%	\$ 686,638	\$ 686,638	\$ -	100.00%	22.50%
Morro Bay	\$ 22,086	\$ 22,086	\$ -	100.00%	8.44%	\$ 233,858	\$ 233,858	\$ -	100.00%	7.66%
Paso Robles	\$ 39,727	\$ 39,727	\$ -	100.00%	15.19%	\$ 352,963	\$ 352,963	\$ -	100.00%	11.57%
Arroyo Grande	\$ 8,887	\$ 8,887	\$ -	100.00%	3.40%	\$ 69,630	\$ 69,630	\$ -	100.00%	2.28%
Atascadero *	\$ 23,981	\$ 23,981	\$ -	0.00%	9.17%	\$ 91,026	\$ 91,026	\$ -	100.00%	2.98%
Grover	\$ 9,700	\$ 9,700	\$ -	100.00%	3.71%	\$ 34,694	\$ 34,694	\$ -	100.00%	1.14%
Adjustment for Actual TMD Collected	\$ (13,293)	\$ -	\$ (13,293)		-5.08%	\$ 154,840	\$ 144,707	\$ 10,133		5.07%
Total Income	\$ 261,576	\$ 274,869	\$ (13,293)	95.16%	100.00%	\$ 3,051,191	\$ 3,041,214	\$ 9,977	100.33%	100.00%
* District pays quarterly										
Expenses										
Restricted Reserve	\$ 13,079	\$ 13,743	\$ (665)	95.16%	2.16%	\$ 152,560	\$ 152,061	\$ 499	100.33%	6.04%
G&A	\$ 27,724	\$ 20,236	\$ 7,487	137.00%	4.59%	\$ 196,728	\$ 203,350	\$ (6,622)	96.74%	7.79%
Industry Research and Resources	\$ 15,843	\$ 27,856	\$ (12,013)	56.87%	2.62%	\$ 138,906	\$ 160,596	\$ (21,690)	86.49%	5.50%
Travel Trade	\$ 20,516	\$ 24,926	\$ (4,410)	82.31%	3.39%	\$ 210,772	\$ 221,814	\$ (11,042)	95.02%	8.35%
Communications	\$ 32,979	\$ 46,833	\$ (13,854)	70.42%	5.46%	\$ 190,380	\$ 205,021	\$ (14,640)	92.86%	7.54%
Advertising	\$ 424,949	\$ 383,637	\$ 41,312	110.77%	70.31%	\$ 1,280,217	\$ 1,177,014	\$ 103,203	108.77%	50.71%
Promotions	\$ 4,111	\$ 5,813	\$ (1,702)	70.71%	0.68%	\$ 34,262	\$ 46,878	\$ (12,616)	73.09%	1.36%
Events	\$ 31,138	\$ 30,402	\$ 736	102.42%	5.15%	\$ 101,264	\$ 104,739	\$ (3,475)	96.68%	4.01%
Digital Marketing	\$ 26,853	\$ 46,824	\$ (19,971)	57.35%	4.44%	\$ 185,108	\$ 240,570	\$ (55,462)	76.95%	7.33%
Film Commission	\$ 7,198	\$ 8,105	\$ (907)	88.80%	1.19%	\$ 34,363	\$ 46,022	\$ (11,659)	74.67%	1.36%
Total Expenses	\$ 604,389	\$ 608,376	\$ (3,987)	99.34%	100.00%	\$ 2,524,560	\$ 2,558,065	\$ (33,505)	98.69%	100.00%
Surplus(Deficit)	\$ (342,813)	\$ (333,507)	\$ (9,306)	102.79%		\$ 526,631	\$ 483,149	\$ 43,482	109.00%	
Cash Flow										
Surplus (Deficit)	\$ (342,813)					\$ 526,631				
Beginning Cash Balance	\$ 2,232,350					\$ 733,261				
Change in Accounts Receivable	\$ (106,398)					\$ 222,795				
Change in Accrued Expenses	\$ (275,017)					\$ (52,225)				
Change in Reserve Contingency	\$ 13,079					\$ 152,560				
Change in Accounts Payable	\$ 596,260					\$ 534,439				
Visit SLO CAL Cash Balances	\$ 2,117,460					\$ 2,117,460				
Restricted Reserves - 5% of Cumulative Revenues	\$ (517,279)					\$ (516,781)				
Equity on Balance Sheet										
Net Available Cash	\$ 1,600,181					\$ 1,600,680				
Comments to the Board:										
<ul style="list-style-type: none"> - \$343k deficit for March (within 3% of budget); we are running at a \$527k surplus YTD (9% larger surplus than budgeted). - All TMD amounts accrued through January have been collected. - Outstanding TMD balance of \$4,662.01 from the City of Morro Bay (Oct.) has been resolved/ adjusted in March. 										

12:00 PM

04/26/18

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,464,203.52	1,033,376.19	430,827.33	41.7%
1020 · Bank of the Sierra - Membership	128,346.80	152,146.33	-23,799.53	-15.6%
1030 · Morgan Stanley - TMD	404,580.88	0.00	404,580.88	100.0%
1040 · Morgan Stanley - Membership	100,329.14	0.00	100,329.14	100.0%
Total Checking/Savings	2,097,460.34	1,185,522.52	911,937.82	76.9%
Accounts Receivable				
1200 · Accounts Receivable	591,940.40	502,533.17	89,407.23	17.8%
Total Accounts Receivable	591,940.40	502,533.17	89,407.23	17.8%
Other Current Assets				
1320 · Prepaid Rent	3,326.70	3,326.70	0.00	0.0%
1340 · Workman's Comp Deposit	387.00	569.00	-182.00	-32.0%
1350 · Accrued Expenses	72,217.45	251,680.21	-179,462.76	-71.3%
1499 · Undeposited Funds	20,000.00	0.00	20,000.00	100.0%
Total Other Current Assets	95,931.15	255,575.91	-159,644.76	-62.5%
Total Current Assets	2,785,331.89	1,943,631.60	841,700.29	43.3%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	22,404.87	1,811.57	8.1%
1410 · Furniture & Fixtures	91,012.07	20,930.63	70,081.44	334.8%
1415 · Leasehold Improvements	37,301.15	32,651.59	4,649.56	14.2%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	90,547.19	76,542.57	84.5%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-12,451.17	-2,637.00	-21.2%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-2,465.00	-3,743.00	-151.9%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-343.00	-1,287.00	-375.2%
1525 · Office Equip. Accum. Depr.	-4,915.00	-1,288.00	-3,627.00	-281.6%
Total 1500 · Accumulated Depreciation	-27,841.17	-16,547.17	-11,294.00	-68.3%
Total Fixed Assets	139,248.59	74,000.02	65,248.57	88.2%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
Total 1600 · Intangibles	15,750.00	0.00	15,750.00	100.0%
Total Other Assets	15,750.00	0.00	15,750.00	100.0%
TOTAL ASSETS	2,940,330.48	2,017,631.62	922,698.86	45.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	751,174.11	243,108.53	508,065.58	209.0%
Total Accounts Payable	751,174.11	243,108.53	508,065.58	209.0%
Credit Cards				
2060 · American Express Credit Card	17,960.29	0.00	17,960.29	100.0%
2050 · Rabobank Credit Card	1,868.83	-471.00	2,339.83	496.8%
Total Credit Cards	19,829.12	-471.00	20,300.12	4,310.0%
Other Current Liabilities				
2100 · Payroll Liabilities	0.07	-57.96	58.03	100.1%
2160 · Health Insurance Withheld	0.07	-57.96	58.03	100.1%
Total 2100 · Payroll Liabilities	0.07	-57.96	58.03	100.1%
Total Other Current Liabilities	0.07	-57.96	58.03	100.1%
Total Current Liabilities	771,003.30	242,579.57	528,423.73	217.8%
Total Liabilities	771,003.30	242,579.57	528,423.73	217.8%
Equity				
3120 · Reserved Earnings	517,279.38	319,618.00	197,661.38	61.8%
3130 · Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%

12:00 PM

04/26/18

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of March 31, 2018

	<u>Mar 31, 18</u>	<u>Mar 31, 17</u>	<u>\$ Change</u>	<u>% Change</u>
Net Income	526,630.90	1,053,595.05	-526,964.15	-50.0%
Total Equity	2,169,327.18	1,775,052.05	394,275.13	22.2%
TOTAL LIABILITIES & EQUITY	<u>2,940,330.48</u>	<u>2,017,631.62</u>	<u>922,698.86</u>	<u>45.7%</u>

AARONGRAVES

872 Higuera Street +
San Luis Obispo, CA 93401 +
Aaron@GravesInvestments.com +
805.704.0334 +

BOARDMEMBERS

+ Visit San Luis Obispo County
+ San Luis Obispo, CA 93401

To all Visit SLO County Board members,

Please accept this resume packet as my formal application to maintain my current position as a Board Member of Visit SLO CAL.

Over the last two years I have had the pleasure to serve on the Board and witness some of the many unprecedented accomplishments. It is the profound efforts of the staff and the will of the board that is driving this organization to shape the face of tourism on the Central Coast and compete with much stronger markets.

I have owned two hospitality properties in the area. First purchasing the Pleasant Inn in Morro Bay. It is an 11 room boutique one block up from the Embarcadero. Maintaining a high standard for customer service, cleanliness, and charming décor keeps the Pleasant Inn in the top 20% of hotels on Yelp and receiving the "Certificate of Excellence" from Trip Advisor.

I also own The Rigdon House in Cambria. It is a 14 room Bed & Breakfast in the heart of the Village. I am aggressively updating and re-branding the Inn. When completed, it will be a top performer and a beloved destination amongst Central Coast travelers.

In addition to my experience as a SLO CAL Board member, I was the former Chairman of the Morro Bay Tourism Business Improvement District. As a stakeholder, I feel it's important to help guide the community and maintain a high standard for our tourism industry.

Thank you for your consideration.

Sincerely,

AARON GRAVES



VISIT SLO CAL

BOARD APPLICATION FORM

NAME OF APPLICANT: Aaron S. Graves

COMPANY: Private Investor

ADDRESS: 872 Higuera St. San Luis Obispo, CA 93401

PHONE: 805.704.0334

EMAIL: Aaron@GravesInvestments.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: Raised in the Industry

BACKGROUND EXPERIENCE:

Please see attached resume

Employment History

CURRENT EMPLOYER: Self Employed

YRS OF SERVICE: 10+ Years

TITLE: Owner / Broker

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: Visit SLO CAL

TITLE: Board Member Rep for B&B's

DATES OF INVOLVEMENT: 2/2016 - Present

ORGANIZATION: Morro Bay TBID

TITLE: Chairman

DATES OF INVOLVEMENT: 6/2016 - 2/2018

ORGANIZATION: Morro Bay TBID

TITLE: Vice Chairman

DATES OF INVOLVEMENT: 11/2015 - 6/2016

For more information, contact Visit SLO CAL at 805-541-8000.

AARON GRAVES

- + ADDRESS: 872 Higuera St. San Luis Obispo, CA 93401
- + EMAIL: Aaron@GravesInvestments.com
- + PHONE: 805.704.0334

WORK EXPERIENCE

BROKER CALIFORNIA HOTEL BROKERS
2015 - PRESENT STATEWIDE

- + Executed \$35M+ in hotel listings, fiscal year 2016 / 2017
- + Expanded to Oregon market
- + Development consultations
- + Buy / sell / hold consultations

DIRECTOR OF EVERYTHING CHATEAU HOSPITALITY
2010 - PRESENT CENTRAL COAST & LAS VEGAS

- + Own & Manage 14 room B&B: Rigdon House, Cambria
- + Owned & Managed 11 room Boutique Hotel: Pleasant Inn, Morro Bay
- + Own & manage 110 +/- rental doors & 13 full-time employees
- + Sold / Exchanged / Purchased 135 keys assets since 2010

COMMUNITY INVOLVEMENT

Visit SLO CAL: Board Member Representing B&B's 2/2016 – Present
Morro Bay Tourism Business Improvement Dist: Chairman 6/2016 – 2/2018
Morro Bay Tourism Business Improvement Dist: Vice Chairman 11/2015 – 6/2016
Cal Poly Performing Arts Center, San Luis Obispo: Sponsor 25th Anniversary
Opera San Luis Obispo: Board Member 2009 - 2011
F-PAC: Foundation for the Performing Arts Center, San Luis Obispo: Sponsor Ongoing

EDUCATION

BACHELOR OF ARTS PHILOSOPHY CAL POLY, SAN LUIS OBISPO
2002 - 2005
+ Minor in Business Administration

MASTERS OF BUSINESS ADMINISTRATION
2006 - 2007

- + Honors Graduate, GPA 3.9

CALIFORNIA REAL ESTATE BROKER LICENSE LICENSE # 01787901
2007 – PRESENT

CALIFORNIA REAL ESTATE CORPORATE BROKER LICENSE LICENSE # 02016262
2015 - PRESENT

April 30, 2018

Dear Brendan,

I would like to be considered to serve as a member on the SLO CAL Board of Directors for the vacant B&B seat up for review. I currently oversee operations for the JUST INN in Paso Robles. In this role I also direct our Tasting Room and Restaurant operations.

I have been involved in the tourism industry for over 20 years and have enjoyed being a part of this growing community of professionals dedicated to driving revenue and occupancy to our local businesses.

Being on the board would afford me even more of an insight into the strategies involved to drive programming, as well as be able to offer input from a winery, restaurant, and hotel perspective.

Thank you so much for your consideration.

Sincerely,


Nina Leschinsky



VISIT SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Nina Leschinsky

COMPANY: JUST INN of JUSTIN Vineyards & Winery

ADDRESS: 11680 Chimney Rock Road, Paso Robles, CA 93446

PHONE: 8057486065

EMAIL: nina.leschinsky@justinwine.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 20

BACKGROUND EXPERIENCE:

5 years at Kimpton Hotel Group in several capacities, 6 years as Tasting Room Manager at Wild Horse Winery, 8 years at Ancient Peaks Winery most recently as VP of Business Development. Currently Dir of Hospitality at JUSTIN serving the INN, Restaurant and Tasting Room.

Employment History

CURRENT EMPLOYER: JUSTIN Vineyards & Winery YRS OF SERVICE: less than 1 year

TITLE: Director of Hospitality

PAST EMPLOYER: Ancient Peaks Winery YRS OF SERVICE: 8

POSITION: VP of Business Development

Community/Board Involvement

ORGANIZATION: ECHO Homeless Shelter TITLE: BOD

DATES OF INVOLVEMENT: 6 months

ORGANIZATION: Leadership North County CI TITLE: Participant

DATES OF INVOLVEMENT: 2017

ORGANIZATION: CCVT

TITLE: Marketing Comm. Member

DATES OF INVOLVEMENT: 3 years

For more information, contact Visit SLO CAL at 805-541-8000.



**BONUS AGREEMENT FOR
PRESIDENT AND CHIEF EXECUTIVE OFFICER
VISIT SLO CAL**

May 2018

In accordance with Article 5 of the President and CEO Employment Contract, the Executive Committee of the Board of Directors of Visit SLO CAL and the President and CEO have mutually agreed to the criteria listed below for the year three (3) (May 1, 2017 – April 30, 2018) bonus compensation. Below is an outline of the criteria deliverables.

The Initial Bonus of up to 10% of Employee's annual salary shall be tied to Visit SLO CAL's operation and will be based on results in the following operational categories:

1. Administration (25%)

- a. Led the Visit SLO CAL team to effectively deliver on established company objectives
- b. Hired Brand and Digital Manager (October 2017)
- c. Hired VP of Community Engagement and Advocacy (March 2018)
- d. Hired Director of Communications (March 2018)
- e. Contracted and on-boarded new financial consultant
- f. Managed the departure of two team members at the direction of HR consultant (March 2018)
- g. Contracted Collaboration Consulting to assist with Organizational Capacity Study including Behavior and Convictions Assessment, leadership coaching and opportunity recommendations

2. Financial & Operations (25%)

- a. Managing Strategic Direction 2020
- b. Managing Operational Plan deliverables as part of Strategic Direction 2020
- c. Researched, received approval and set up/invested VSC's reserve funds in FDIC-insured CD accounts through Morgan Stanley to comply with audit recommendations
- d. Successfully completed second consecutive full organizational financial audit, this year with zero deficiencies and no material weaknesses
- e. Completed and delivered FY 16/17 annual report (September 2017) under county MDP contract requirements
- f. Completed June 2017 and December 2017 Advisory Committee meeting under TMD guidelines



- g. Completed annual presentation to Board of Supervisors (February 2018) while receiving positive feedback on our efforts from all five Board of Supervisor members

3. Marketing & Promotions (25%)

- a. Successfully completed FY 16/17 regional advertising campaign (May 2017)
- b. Successfully completed and received Board approval for FY 17/18 strategic marketing plan (May 2017)
- c. Grew awareness through international CEO programs and missions in Mexico and Canada with Visit California (May 2017)
- d. Successfully launched new Alaska Airlines service with regional marketing in Seattle assisting airline in delivering expected annual revenue in first nine months of service
- e. Took a leadership role in securing United Airlines direct service from Denver (June 2017)
- f. Successfully launched new United Airlines service with first time regional marketing in Denver
- g. Contracted, developed and completed Wave 2 of 3 SLO CAL Brand Lift research study (September 2017)
- h. On-boarded Turner as first-time national public relations agency (November 2017)
- i. Launched new \$1,200,000 regional advertising campaign (November 2017 & February 2018)
- j. Completed roll-out and on-boarding of new CRM & CMS (January 2018)
- k. Delivered new, state-of-the-art SLOCAL.com website (February 2018)
- l. Assisted in securing second daily flight from Denver and up-gauge of multiple flights adding 235+ daily arrival seats to the market (April 2018)
- m. Oversaw Black Diamond's international contract representation (UK/Ireland)
- n. Completed additional SLO County asset development video shoots
- o. Delivered International trade and media programs and missions in China, UK/Ireland and Mexico

4. Board Relations (25%)

- a. Facilitated bi-monthly Board meetings
- b. Delivered bi-monthly CEO Report to Board during months with no Board meeting
- c. Facilitated monthly Executive Committee meetings
- d. Communicated and followed up with individual Board members in a timely manner as needed



- e. Successfully carried out the direction of the Board
- f. Successfully managed Board relationships through outreach and meetings as needed

An Additional Bonus of up to 10% of Employee's annual salary shall be tied to *Strategic Direction 2020* as outlined in the multi-year strategic plan and will be based on the following strategic imperatives:

5. Optimize VSC Organizational Capacity (20%)

- a. Facilitated objectives in Operational Plan to deliver imperatives
- b. Hired Brand and Digital Manager (October 2017)
- c. Hired VP of Community Engagement and Advocacy (March 2018)
- d. Hired Director of Communications (March 2018)
- e. Contracted Collaboration Consulting to assist with Organizational Capacity Study including Behavior and Convictions Assessment, leadership coaching and opportunity recommendations
- f. Expanded Internship program

6. Establish Brand Clarity and Increased Awareness Through Unified Efforts (20%)

- a. Successfully completed FY 16/17 regional advertising campaign (May 2017)
- b. Successfully completed and received Board approval for FY 17/18 strategic marketing plan (May 2017)
- c. Grew awareness through International CEO programs and missions in Mexico and Canada with Visit California (May 2017)
- d. Successfully launched new Alaska Airlines service with regional marketing in Seattle assisting airline in delivering expected annual revenue in first nine months of service
- e. Successfully launched new United Airlines service with first time regional marketing in Denver
- f. Contracted, developed and completed Wave 2 of 3 SLO CAL brand lift research study (September 2017)
- g. On-boarded Turner as first-time national public relations agency (November 2017)
- h. Launched new \$1,200,000 regional advertising campaign (November 2017 & February 2018)
- i. Hired Brand and Digital Manager to facilitate digital marketing program (October 2017)



- j. Completed roll-out and on-boarding of new CRM & CMS (January 2018)
- k. Delivered new, state-of-the-art SLOCAL.com website (February 2018)
- l. Hired Director of Communications to facilitate communications program (March 2018)
- m. Completed additional SLO County asset development video shoots
- n. Secured billboard space, based on current flight support marketing spend, in new SLO County Regional Airport to drive brand awareness and welcome visitors and residents
- o. Facilitated SAVOR – A San Luis Obispo County Experience in San Diego (San Diego Wine and Food Experience) and in Seattle (via partnership with Visit Seattle at Taste Washington, the largest Food and Wine event on the West Coast) as the only non-Washington brand

7. Build and Expand Strategic Partnerships (20%)

- a. One of 15 CEOs of California DMOs (out of 95) invited to participate in Visit California bi-annual Leadership Summit in (June & December 2017)
- b. International CEO programs and missions in Mexico and Canada with Visit California (one of 10 CEOs invited)
- c. International trade and media programs and missions in China, UK/Ireland and Mexico with Visit California
- d. Oversaw Black Diamond's international contract representation (UK/Ireland)
- e. Served on Visit California Brand & Content Committee
- f. Elected to Board and Executive Committee of Cal Travel Association
- g. Elected to Board of Central Coast Economic Forecast
- h. Served on SLOCOG's Regional Transportation Planning Stakeholder Group
- i. Served as Chair of EVC's Uniquely SLO County Cluster and as a member of the Board of Directors
- j. Served on President Armstrong's Local Economic Development Committee at Cal Poly
- k. Expanded partnership with SLO Chamber to develop collaborative initiatives and reduce duplication
- l. Expanded partnership with Cal Poly to include work with Alumni, Cal Poly Rodeo and Business Attraction, and economic development initiatives
- m. Established partnership with Mid-State Fair to develop messaging and communication on SLO CAL to customers in advance of the fair



8. Take a Leadership Role in the Development of Critical Tourism Infrastructure (20%)

- a. Took a leadership role in securing United Airlines Direct Service from Denver (June 2017)
- b. Successfully launched new Alaska Airlines service with regional marketing in Seattle, assisting airline in delivering expected annual revenue in first nine months of service
- c. Successfully launched new United Airlines service with first time regional marketing in Denver
- d. Assisted in securing second daily flight from Denver and up-gauge of multiple flights adding 235+ daily arrival seats to the market (April 2018)
- e. Worked with two communities on the advancement of a countywide conference facility based on Visit SLO CAL's Conference Center Feasibility Study
- f. Led the process in the launch of Destination Management Strategy
 - i. Vetted Destination Management Strategy consultants
 - ii. Successfully received Board approval to advance the process
 - iii. Delivered consultant for Board review and approval
 - iv. Hired Vice President of Community Engagement and Advocacy to manage strategy and recommendations
 - v. Completed Resonance contract and SOW
 - vi. Facilitated project kick-off (April 2018)
 - vii. Developed Steering Committee including receiving participation from every city manager directly

9. Demonstrate Value to VSC Stakeholders, Partners and Communities (20%)

- a. Led initiative and continued successful management of ongoing crisis communications initiative during 2018 HWY 1 closure include multiple meetings with elected officials, inventors, stakeholders and Caltrans
- b. Led initiative and successfully managed crisis communication initiative during 2017 Thomas Fire and 2018 Santa Barbara County Mudslides
- c. Completed June 2017 and December 2017 Advisory Committee meeting under TMD guidelines
- d. Contracted, developed and completed Wave 2 of 3 SLO CAL brand lift research study (September 2017)
- e. Completed annual presentation to Board of Supervisors (February 2018) while receiving positive feedback on our efforts from all five Board of Supervisor members



**PRESIDENT AND CHIEF EXECUTIVE OFFICER
BONUS AGREEMENT SCORING SHEET**

Operational Review

Administration (25%)

1 2 3 4 5 6 7 8 9 10

Financial & Operations (25%)

1 2 3 4 5 6 7 8 9 10

Marketing & Promotions (25%)

1 2 3 4 5 6 7 8 9 10

Board Relations (25%)

1 2 3 4 5 6 7 8 9 10

Strategic Direction 2020

Optimize VSC Organizational Capacity (20%)

1 2 3 4 5 6 7 8 9 10

Establish Brand Clarity and Increased Awareness Through Unified Efforts (20%)

1 2 3 4 5 6 7 8 9 10

Build and Expand Strategic Partnerships (20%)

1 2 3 4 5 6 7 8 9 10

Take a Leadership Role in the Development of Critical Tourism Infrastructure (20%)

1 2 3 4 5 6 7 8 9 10

Demonstrate Value to VSC Stakeholders, Partners and Communities (20%)

1 2 3 4 5 6 7 8 9 10