



AGENDA

Visit San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Agenda

Tuesday, July 12, 2016

12:00pm

Visit San Luis Obispo County Office

1334 Marsh Street, San Luis Obispo, CA 93401

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

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| ANNOUNCEMENTS | C. Davison |
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| CONSENT AGENDA | C. Davison |
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3. **Approval of June 7, 2016 Executive Committee Minutes - *motion required***
VSLOC staff will ask for Committee approval of the June VSLOC Executive Committee Minutes.

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

4. **FY2016-17 Budget Update (10 min)**
VSLOC staff will provide an update on the end of year FY 2015-16 financials and results of final budget approved by the Board for FY2016-17.
5. **Marketing Agency Update (15 min)**
VSLOC staff will provide an update on its contract with BCF and their current and future projects.
6. **Strategic Plan Update (15 min)**
VSLOC staff will provide an update on next steps for VSLOC's three-year strategic plan, including engagement with Coraggio Group for facilitation of operational planning along with next steps.
7. **Sponsorship Update (10 min)**
VSLOC will provide an update on the Marketing Committee discussion regarding VSLOC event sponsorship funds in FY2016-17 and reducing duplication across communities for local sponsorships.
8. **CEO Contract Update (10 min)**
VSLOC staff will discuss the bonus compensation metrics determined for year two of the President & CEO's contract.
9. **Future Meeting Date (5 min)**
VSLOC staff will discuss and request feedback on the Executive Committee and Board meeting schedule for the future.

10. CEO Report (10 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

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 board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

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 San Luis Obispo County Executive Committee

Visit San Luis Obispo County Executive Committee Meeting Minutes

Tuesday, June 7, 2016

12:30pm

Visit San Luis Obispo County Office
1334 Marsh Street
San Luis Obispo, CA 93401

1. CALL TO ORDER: Jay Jamison

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

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 12:45pm.

ANNOUNCEMENTS

None.

CONSENT AGENDA

- 3. Approval of May 3, 2016 Executive Committee Minutes**
- 4. Approval of May 25, 2016 Executive Committee Minutes**

C. Davison asked the Executive Committee to approve the Consent Agenda as presented.

Committee Discussion.

Public Comment – None.

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

Motion carried: 4:0

BUSINESS ITEMS

5. Staffing Update

Davison announced the resignation of Becky Singh, VSLOC Marketing Director, and noted that VSLOC is working with a national executive search firm to fill the position. The Director of Marketing position will be elevated to a VP of Marketing position.

Davison noted that Kylee Jepsen, Senior Communications Coordinator & Film Commission Liason, has given three months notice. VSLOC will push the job description out to the Marketing Committee under the new title, Communications Manager.

Committee Discussion.

Public Comment – None.

6. FY2016-17 Budget Update

Davison provided an update on the FY2016-17 Budget, and discussed the previous and proposed staff organizational chart, noting that only one new position would be proposed.

Davison asked for a motion to approve the FY2016-17 Budget as presented.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Pearce/Arnold to approve the FY2016-17 Budget as presented.

Motion carried: 4:0

7. Board Member Selection Process

Davison noted that all applications were included in the agenda packet. The only appointed seat open was the unincorporated County seat held by James Davison. J. Davison has submitted an official letter to the County requesting that he be re-appointed to the VSLOC Board. No new applicants have applied for this seat. As for elected seats, two (2) at-large seats (held by Mark Eads and Clint Pearce), the RV park seat (held by Jay Jamison), and the vacation rental seat (held by Kathy Bonelli) are open. All of these current Board members have reapplied, and VSLOC received two new applications for the at-large seats from Tom Pugh (Embassy Suites) and Joan Solu (456 Embarcadero Inn & Suites).

Davison asked the Committee to make a recommendation to the Board.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Jamison/Arnold to recommend that the current Board stays the same.

Motion carried: 4:0

8. Executive Committee Seats

For continuity, VSLOC recommended that the current Executive Committee, as elected October 20, 2016, retain their positions.

Committee Discussion. The Committee agreed that the Executive Committee should remain as-is.

Public Comment – None.

9. Marketing Agency Update

VSLOC's contract with BCF, VSLOC's Marketing Agency-of-Record, is being finalized. Davison detailed their on-boarding process and in-market immersion plan, and requested feedback on their stakeholder interviews.

Committee Discussion.

Public Comment – None.

10. Strategic Plan

Davison provided an overview of the VSLOC's Strategic Plan produced by Coraggio Group, in advance of a request for approval at the June 15, 2016 Board Meeting, and discussed next steps.

Committee Discussion.

Public Comment – None.

11. CEO Annual Review

Davison requested feedback based on the CEO Annual Review that was conducted on May 25, 2016.

Committee Discussion.

Public Comment – None.

12. Line of Credit Reduction

A reduction in VSLOC's line of credit from \$1M to \$250,000 has been pre-approved by Coast National Bank.

Davison requested a motion to reduce VSLOC's line of credit from \$1M to \$250,000.

Committee Discussion.

Public Comment – None.

ACTION: Moved by Pearce/Arnold to reduce VSLOC's line of credit from \$1M to \$250,000.

Motion carried: 4:0

CEO REPORT

13. CEO Report

Davison provided some of the highlights and takeaways from the Visit California CEO Mission in China.

Project 1 (Demographic & Share-of-Wallet Studies) Research Results were released on Monday, June 6 in a special Research Presentation and discussed next steps.

The Tourism Exchange had a great turnout with about 150 attendees. Videos from the event have been posted on the VSLOC website.

Davison provided an update on his travel schedule.

Committee Discussion.

Public Comment – None.

14. Future Meeting Date

Committee Discussion. The Executive Committee decided that the next meeting would take place on Tuesday, July 12 at 12:00pm at the VSLOC Conference Room.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 2:45pm.