



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.