



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, October 12, 2017

11:30am

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

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Clint Pearce

ABSENT: Jay Jamison

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 September 18, 2017 Executive Committee Meeting Minutes

4. Approval of September Financials

Public Comment – None.

Committee Discussion.

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

**Motion carried: 2:0:1
Arnold abstained.**

CEO REPORT

5. CEO Report

Davison reviewed the July Travel Trends Index from U.S. Travel, and pointed out that the data trend was flat from last month's report to this month's report. Davison also reported out on the City Managers meeting on September 22, 2017. VSC is pursuing Destination International's Destination Management Accreditation Program (DMAP). This accreditation will

bring an added level of professionalism to the business and help to legitimize the organization when it is up for renewal. VSC's Fall Industry Educational Symposium on September 21, 2017 was a huge success, with 119 attendees at the event. VSC received very positive feedback from attendees. Recorded sessions and pdfs of the presentations are available on the Members Area of the website. VSC received its service mark for SLO CAL, and can now begin the five year process of becoming trademarked. Davison attended the Visit California Brand and Content Committee meeting on October 4, 2017, and held additional meetings with several top Visit California officials while he was there. Davison recapped the discussion at the October 10, 2017 VSC Marketing Committee about why membership exists. Davison noted that this was the recommendation of CIVITAS, as alternative funding allows VSC to pursue projects that aren't directly tied to heads in beds (e.g. Restaurant Month, SAVOR on the Road, etc). Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Executive Committee Seat

JP Patel's resignation opens up the Secretary seat on the Executive Committee. Davison noted the Board members who have expressed interest in the seat, and mentioned that this will be on the agenda for the November Board meeting. Davison also gave an update on the appointed Atascadero seat. On October 10, 2017, the Atascadero City Council approved Amar Sohi's application for this seat. Sohi will join the Board in November.

Public Comment – None.

Committee Discussion.

7. Financial Discussion

Davison noted that VSC's current credit card requires him to list himself as the personal guarantor. Davison mentioned some of the options that VSC has researched as alternatives, including Pacific Premier's CommUNITY card. However, even the CommUNITY card requires a relationship with Pacific Premier Bank, and VSC is not looking to change banks.

VSC's audit report noted that VSC cash accounts are only FDIC insured up to \$250,000. The current balance exceeds this insured amount. Davison outlined alternative options, and recommended that VSC open an account at Morgan Stanley that links to VSC's existing operating account, allowing the organization to sweep funds between institutions monthly, for no fee. These funds would be invested in CD's that are FDIC insured. These investments would be laddered from 3 months to 2 years. Davison noted that this would be brought to the Board for approval in November.

Public Comment – None.

Committee Discussion. Arnold noted that he would reach out to contacts at Community West Bank and American Riviera bank for more nonprofit credit card options.

8. Staffing Update

Kimberly Headington has accepted our offer to join the Visit SLO CAL team as Executive Assistant to the President & CEO on October 16. Kimberly has held previous roles in marketing, sales, logistic, IT and finance. Yarina Valverde has accepted our offer to join the VSC team on October 30 as Brand & Digital Manager. Yarina currently works as a contractor, managing e-commerce, digital marketing, SEO, web design and social media strategy for various businesses. She will be responsible for managing media and SEO agency, website development and social media along with digital channels. VSC is still currently searching for a Director of Communications.

Public Comment – None.

Committee Discussion.

9. Destination Development Strategy

Davison provided an update on VSC's Destination Development Strategy. He has discussed best practices with DMMO counterparts and has reached out to two firms for proposals: Coraggio Group and Resonance. Coraggio has submitted their proposal and the Resonance proposal is due in November. Staff will review these proposals in the coming month, and has started discussions with the EVC and Cal Poly about collaboration on this project and the EVC/Cal Poly consulting project surrounding the economic impact of the Diablo closure. The Board will review Destination Development Plan proposals at their January meeting.

Public Comment – None.

Committee Discussion. The Executive Committee recommended that both firms come in and present a full presentation to the Board.

10. FY2016-17 Year-End Satisfaction Survey

VSC's annual stakeholder survey launched on September 21, 2017 at the Symposium, and was sent to its constituent list on September 29. Separate links were sent to the Board and Marketing Committee, as recommended last year by the Board, and VSC is tracking the response rate from each set through separate links. VSC is also increasing participation by offering six \$100 Visa gift cards in a drawing. The survey is currently set to close on Friday, October 13, but has been extended to October 20 to increase Board participation. VSC will be sending a follow-up email to the Board along with a link to share with their lists to further increase participation.

Public Comment – None.

Committee Discussion.

11. Marketing Update

Davison provided an update on key marketing initiatives.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 1:08 p.m.