



# MINUTES – JOINT MEETING

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## Visit SLO CAL Advisory Committee Core Group & Executive Committee

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Thursday, October 13, 2022

1:00pm – 2:00pm

VSC Office, 81 Higuera St, Ste 220, San Luis Obispo, CA, 93401

**1. CALL TO ORDER:** Aaron Graves

**ADVISORY COMMITTEE CORE GROUP PRESENT:** Scott Collins, Derek Johnson, Jim Lewis

**ADVISORY COMMITTEE CORE GROUP ABSENT:** Ty Lewis

**EXECUTIVE COMMITTEE MEMBERS PRESENT:** Aaron Graves, Hemant Patel, Clint Pearce, Amar Sohi

**EXECUTIVE COMMITTEE MEMBERS ABSENT:** Mark Eads

**STAFF PRESENT:** Chuck Davison, Emily Rudge

**Call to Order at 1:12pm.**

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### **2. PUBLIC COMMENT (On Non-Agenda Items)**

None.

### **ANNOUNCEMENTS**

Davison reviewed the purpose of the meeting and the business items on the agenda.

### **BUSINESS ITEMS**

#### **3. FY23 Items of Focus**

Davison provided an update on Visit SLO CAL's FY23 Items of Focus and the Objectives and Key Results which are outlined in the Annual Business and Marketing Plan. Davison reviewed the items of focus for each department: Marketing & Public Relations, Sales, Community Engagement & Advocacy, and additional items- Experience SLO CAL 2050, Events, and Air Service Development. Davison highlighted the recent WTTC partnership which will include SLO CAL as the first destination in the world with a case study on Sustainability in the region and will result in WTTC creating a whitepaper on the topic. Davison reminded the Committee of the upcoming Destination Summit on November 10 which will feature Adam Sacks from Tourism Economics, who will break down a tourism forecast by each community; participation is encouraged, from noon – 2pm. Davison highlighted the recent Visit California campaign which included filming at two SLO CAL destinations (Paso Robles and Pismo Beach) and noted that VSC aligning with Visit California has paid huge dividends, and highlighted that SLO CAL was the only destination that featured two filming locations. Davison noted the Luxury Forum taking place on October 23-26 and requested that the Committee encourage their mayors to attend. Davison highlighted the upcoming Resident Sentiment Study and reminded the Committee that their partnership is needed as we navigate how to help improve resident quality of life and reduce the impact of tourism. Davison noted VSC's support of CHUC (California Hospitality United Coalition) in order to protect California's hospitality economy, and that if local ordinances surrounding hotel vacancies for homeless, passes Los Angeles in the 2024 election, it could happen in SLO CAL as well. Davison shared his recent appointment to CHAC (Citizens' Homeless Accountability Commission), with the first meeting taking place on

October 20, with the goal of reducing homelessness in the county by 50% in 5 years. Davison shared that Spartan race is confirmed for November 2023, and shared that a meeting with United Airlines will occur next week at an air service development conference, and it will be the first meeting with United since March of 2020.

Public Comment – None.

Committee Discussion. J. Lewis commented how happy he was to hear about the WTTC partnership and sustainable travel whitepaper, noting that the upcoming Clam Festival will also feature a focus on sustainability. J. Lewis shared his appreciation for the social media strategy implementation and extra dollars VSC spent on paid media this year, sharing that staying in the drive market is greatly appreciated as that market will always remain important to this area. J. Lewis remarked that the Resident Sentiment Study will be extremely helpful, and Pismo City Council is pleased, noting that a third-party like VSC will help validate the study further, and that residents might not be as annoyed as our electeds think they are. Davison replied that it will be helpful to break it down by community and VSC can be the partner and help change the messaging or move an event if it impacts resident quality of life. J. Lewis shared that because of tourism revenue, Pismo is working on a \$14 million paving project, and hopefully the study will help us all to see if residents can make that connection. Regarding the CHAC participation, J. Lewis commented this is a good area to be in because we need workforce housing and the infrastructure to follow, Pismo polled all the lodging properties with significant value because for example, we need a bus service and don't have enough drivers, so it is great to advocate in this space so we can advocate for more housing. In regard to air service development, Johnson commented that VSC is "crushing it" and the City of SLO is so thrilled and voiced his support for continued conversation with United on service to Chicago.

#### **4. Destination Management Strategy/ Experience SLO CAL 2050**

Davison outlined an update on the Destination Management Strategy and noted that the Committee has a copy of the matrix which highlights the progress tracking, commenting that this will be public soon and we'll likely push quarterly emails to the Committee when it is updated. Davison thanked the Committee for their help with signing the commitment to collaborate, highlighting that phase 2 has now kicked off and a working group session was to be held the following day. Davison noted the Customer Service Training is launching soon and reminded the Committee that it is free to the public, with both English and Spanish versions available (Spanish to launch in December).

Public Comment – None

Committee Discussion. Johnson shared his appreciation for the progress tracking matrix for the ESC 2050 Strategy and noted that it will be helpful as Molly Cano and himself will be aligning their goals for economic recovery and development.

#### **5. Oceano Dunes SVRA Economic Impact Report**

Davison shared that the contract with Resonance Consultancy was signed on October 10 and reminded the Committee that this is purely a discussion of economics and possible future use in the event of a closure, and VSC will bring the mitigation data to the state for evaluation. Davison shared that Co-Op partners include the City of Arroyo Grande, City of Pismo Beach, City of Grover Beach, County of SLO. Davison shared that the phase one will have stakeholder analysis which will include individual and small group interviews with over 40 key stakeholders, and phase two will have a stakeholder workshop to determine optional use scenarios. The final report and presentation will be completed in Q2 2023.

Public Comment – None

Committee Discussion. J. Lewis voiced his support for the fact that this is another thing that VSC can uniquely do that the Cities cannot do on their own. Johnson shared that showing the EDI work is helpful and we should show B-roll collateral to the full Advisory Committee in November.

#### **ADJOURNMENT**

Adjourned at 2:01pm.