



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting

Wednesday, November 6, 2024

9:30am – 11:30am

Visit SLO CAL Office, 81 Higuera St, Ste 220, San Luis Obispo, CA

1. CALL TO ORDER

PRESENT: Nipool Patel, Jim Hamilton, Bryan Bonelli, Jed Bickel, Hemant Patel, Clint Pearce, Kimberly Walker, Sean Dasmann, Amar Sohi, Mark Eads, Vic Popp (arrived after Consent Agenda motion).

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge, Molly Cano

ABSENT: Hamish Marshall, Aaron Graves, Britt Shuford, Toni LeGras-Price, Pragna Patel-Mueller

Call to order at 9:32am

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Welcome to Molly Cano, VP of Marketing; reminder of Advisory Committee meeting on December 12.

CONSENT AGENDA

3. Approval of September 18, 2024 Board of Directors Meeting Minutes

4. Approval of August 2024 Visit SLO CAL Financials

5. Approval of September 2024 Visit SLO CAL Financials

Board Discussion – None.

ACTION: Moved by **Pearce/Walker** to approve the Consent Agenda.

Motion carried: 10:0

CEO REPORT

6. Visit SLO CAL CEO Report

Cartier reviewed the monthly STR report for September, noting the continued decrease in Paso Robles, but that so far, October has looked slightly better. Cartier also highlighted the September YTD as well to indicate the TOT

volatility percentage change, which will be discussed further during the budget reforecast agenda item. Cartier highlighted several recent staff anniversaries, with many staff members celebrating two- and three-year anniversaries. Cartier provided a recap of the recent Brand USA Travel Week and CEO Summit in London, gave an update from U.S. Travel on the Visa wait times, and provided a recap of the learnings from the Visit California Board meeting. Cartier shared a recap of the Central Coast Economic Forecast, gave several SBP updates and a recap of the TakeOff air service conference which was attended by Jack Penning and Craig Piper. Cartier highlighted a recent presentation to the City of Atascadero Management Team, shared a date change to the January Board of Directors meeting, and highlighted her upcoming travel schedule.

Board Discussion- None.

Business Items

7. FY 2024 Tax Return

Braunschweig highlighted the IRS Form 990, the Return of Organization Exempt Form, noting that it will be filed by Glenn Burdette by November 15, 2024. Braunschweig noted there are hard copies available for reference.

Board Discussion- None.

8. Budget Reforecast

Braunschweig shared an overview of the mid-year budget reforecast, noting that initial estimates show a possible revenue shortfall of \$400,000, which is offset slightly by an IRS refund of approximately \$125,000. The finalized budget reforecast will be presented at the January Executive Committee and Board of Directors meetings. Braunschweig provided a TMD revenue snapshot, illustrating the past 3 years and the revised FY 25 projection.

Board Discussion- Eads shared with the Board that during the Executive Committee meeting, the consensus was to proceed with deficit spending. Pearce commented that if the coffers were dry, then the conversation would be different but they're not, he also noted that Cartier had shared that there'd be an approximate 10% penalty to cut media buy as the commitment has already been made.

9. Tourism Economics Co-Op

Cartier highlighted the recently developed Tourism Economics Economic Impact and Lodging Forecast Co-Op which allows each community to participate in an economic impact study for 2024 and a lodging forecast for the next two years. Cartier reviewed the pricing details which are dependent on how many communities choose to participate. This study was not budgeted for, so the co-op participation will aid in offsetting the cost. The lodging forecast is expected by mid-December and the Economic Impact portion is expected by Q1 of 2024.

Board Discussion. Eads commented that during the Executive Committee meeting the sentiment was that it would be helpful to plan on doing this study every two years. Bickel commented that if it is done every two years, it'd be helpful to do it earlier in the year, Cartier responded in agreement, sharing that perhaps in July during the beginning of the fiscal year would be best.

10. Marketing, Travel Trade & ESC 2050 Updates

Cartier provided a recap of SLO CAL Summit, shared new social media features from Visit California, gave a brief overview of Spartan Race, and a reminder of the upcoming SLO CAL Open. Cartier highlighted the 2025 Visitor Magazine which will be available in Mid-December, provided several travel trade updates including a recap of

the UK & Ireland Trade and Media Mission. Cartier shared several ESC 2050 updates regarding the workforce development working group, the last mile working group, and gave an update on the SLO CAL Welcome program going dark from December 31, 2024 – July 1, 2025 while it gets a revision and switches to a new platform.

Board Discussion- None.

CLOSED SESSION

11. Legal update

No action was taken during the closed session.

RESUME PUBLIC MEETING

Cartier provided a reminder for the upcoming events and meetings.

ADJOURN 10:22am