



# MINUTES

## Visit SLO CAL Board of Directors

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### Visit SLO CAL Board of Directors Meeting

Wednesday, March 27, 2024

8:30am – 10:30am

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

#### 1. CALL TO ORDER

**PRESENT:** Mark Eads, Aaron Graves, Toni LeGras-Price, Bryan Bonelli, Clint Pearce, Britt Shuford, Vic Popp, Nipool Patel, Amar Sohi, Jim Hamilton, Amit Patel, Hamish Marshall, Pragna Patel- Mueller, Jed Bickel (arrived after Consent Agenda)

**STAFF PRESENT:** Cathy Cartier, Annie Braunschweig, Emily Rudge, Kristen Carlson

**ABSENT:** Hemant Patel

Call to order at 8:33am

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

##### ANNOUNCEMENTS

2024 Visitor Magazines are available; State of the County event on April 11; Annual Bash on May 17.

#### CONSENT AGENDA

3. Approval of January 24, 2024 Board of Directors Meeting Minutes
4. Approval of March 7, 2024 Board of Directors Special Meeting Minutes
5. Approval of January 2024 Visit SLO CAL Financials
6. Approval of February 2024 Visit SLO CAL Financials

Public Comment – None.

Board Discussion – None.

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

**Motion carried: 13:0 (Bickel arrived after the Consent Agenda)**

#### CEO REPORT

#### 7. Visit SLO CAL CEO Report

Cartier highlighted the STR report for the week of March 10 and provided an update on the potential TOT ballot measure following a recent meeting with Rebecca Campbell, noting that it will likely be revisited in 2026, and will not be seen on the fall 2024 ballot. Cartier shared an air service update, highlighting the recent additions of several flights on Alaska, American, and United, with the Vegas flight set to end on April 15 but will return on December 16. Braunschweig shared an update on the recent changes made to the Morgan Stanley investment portfolio. Cartier noted the confirmed 2024 Spartan Race, set for November 2 – 3 at Santa Margarita Ranch. Cartier shared a recap of the Visit Anaheim State Audit, highlighting that VSC has been in compliance but will thoroughly review the Management District Plan in order to remain as such. Cartier highlighted several key meetings and Visit California’s Outlook Forum, including the Poppy Award nomination. Cartier shared two recent awards won- the Gold Addie award from the American Advertising Awards, and the Merrill Award won for the Mid-State Fair SLO CAL Crafted Pop-Up in the Mission Marketplace.

Public Comment – None.

Board Discussion.

## **Business Items**

### **8. President & CEO Executive Search Process**

Cartier, Rudge, and Carlson exited the room. Braunschweig presented the executive search options and then exited the room for subsequent discussion and vote.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by **N. Patel/Marshall** to perform an external search for the President & CEO with an executive recruitment firm.

**Motion carried: 9:5**

### **9. Board of Directors Seats**

Cartier reviewed the upcoming board application process and highlighted the seats currently vacant or up for renewal.

Public Comment – None.

Board Discussion.

### **10. IPW California Plaza Activation**

Cartier highlighted the details of the upcoming IPW California Plaza in May and reminded the Board of the opportunity to attend the activation and partner dinner, with lodging provided by VSC.

Public Comment – None.

Board Discussion.

## **11. Travel Trade & Marketing Update**

Cartier provided a recap of the March 5 Marketing Committee Retreat, the Marketing Committee seats up for renewal, and an update on the Events and Festivals Working Group. Cartier shared the Unpacking Custom Content Series, highlighted a recent shoot in SLO CAL with Visit California and Beautiful Destinations, and a recent Sustainability shoot with Couleur de la vie and Life Elements. Carlson provided a recap of the UK Trade & Media Mission which included meetings in Glasgow, Manchester, Preston, and London, followed by the UK Trade & Media FAM. Carlson shared a recap of the Go West Summit held in Lake Tahoe in February.

Public Comment – None.

Board Discussion.

**CLOSED SESSION**

## **12. Pending Legal Claim**

No action was taken during the closed session.

Cartier provided a reminder for the upcoming events and meetings.

**ADJOURN 10:31am**