MINUTES
Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting
Wednesday, November 19, 2025
8:30am – 10:30am
Visit SLO CAL Office, 81 Higuera St, Ste 220, San Luis Obispo, CA

1. CALL TO ORDER
PRESENT: Kathy Kelly, Kimberly Walker, Mark Eads, Amar Sohi, Sean Dasmann, Britt Shuford, Jim Hamilton, Vic Popp, Aaron Graves, Hemant Patel, Pragna Patel-Mueller, Jed Bickel

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge, Lisa Belsanti

ABSENT: Toni LeGras-Price, Clint Pearce, Hamish Marshall, Nipool Patel

Call to order at 8:38am

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2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Cartier shared a reminder of the December Advisory Committee meeting and shared a new date for the January Board meeting.

CONSENT AGENDA

3. Approval of September 17, 2025 Board of Directors Meeting Minutes
4. Approval of May 2025 Visit SLO CAL Financials
5. Approval of August 2025 Visit SLO CAL Financials
6. Approval of September 2025 Visit SLO CAL Financials

Board Discussion – None.

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

Motion carried: 12:0

CEO REPORT

7. Visit SLO CAL CEO Report

Cartier shared the monthly STR report for October, noting that Atascadero had a 14% supply increase and Paso had a 10% supply increase, and commented that the team is further investigating the cause for the jump. Cartier provided a recap of the CalTravel Summit in which she spoke on a panel, shared several legislative updates on ballot measures, and highlighted Visit California's HWY 1 Economic Impact Report which was completed by Beacon Economics. Cartier shared a recap of the Visit California CEO Mission to Canada and provided an update on new county fee schedules regarding vacation rentals, commercial outdoor event license fees, and shared an update on an increase in airport parking fees for the new premium parking lot. Cartier shared updates from the Cal Poly EIM Advisory Council and shared her upcoming travel schedule.

Board Discussion- None.

Business Items

8. FY 25 Tax Return

Braunschweig highlighted the annual IRS Form 990, the Return of Organization Exempt from Income Tax Form, noting that it will be filed by Glenn Burdette by December 15, 2025. Braunschweig noted there are hard copies available for reference.

Board Discussion- None.

9. Budget Reforecast

Braunschweig shared a preliminary overview of the mid-year budget reforecast, which will be completed in December and presented at the January Executive Committee meeting. Braunschweig highlighted that initial estimates show a TMD revenue shortfall despite conservative budget estimates, but the Tourism Economics lodging forecast may help inform further decisions.

Board Discussion- None.

10. SLO CAL Summit Recap

Cartier shared a recap of the November 13 SLO CAL Summit, giving praise to Alyssa Manno and Molly Cano for executing a successful event. Cartier shared a recap of the number of attendees; tickets sold and highlighted the attendee breakdown by industry.

Board Discussion- None.

11. Tourism Economics Lodging Forecast

Braunschweig provided a brief overview of the Tourism Economics Lodging Forecast, noting that last year's forecast included hotels only, but this year's forecast includes both hotels and vacation rentals. Braunschweig noted that the data is still being reviewed internally and staff is seeking some additional clarification from Tourism Economics. Braunschweig shared that the forecast is projected for 2026 and 2027, with 2025 projecting to have moderate growth in key performance indicators, which seems to be largely attributed to strong performance in the vacation rental segment. Braunschweig shared that the forecast will be reviewed and presented in more detail at the January meeting.

Board Discussion- Bickel asked if the forecast included properties that were offline. Braunschweig replied that it did if the property reported themselves being offline to STR.

12. Strategic Direction 2029

Braunschweig provided an update on VSC's 3-year strategic plan (Strategic Direction 2029), which is under development by Matthew Landkamer; she thanked everyone for their participation and noted that the finalized draft is expected to be presented at the January meeting. Braunschweig shared a reminder that the three-year plan will inform the upcoming annual budget and the business and marketing plan; the mission statement changed slightly, however there were no changes to the core values or vision.

Board Discussion- Sohi applauded the team's efforts on their hard work drafting the plan, noting that it was already in a great place in time for the planning session meeting the day prior. Patel-Mueller commented that she appreciated the Marketing Committee's involvement in addition to the Board and the staff. Cartier noted that the planning session feedback indicated a desire for more collaboration between the Marketing Committee and the Board. Kelly suggested that a Zoom meeting with the Marketing Committee prior to the Board meetings might be helpful. Graves commented that there is a need for more liaisons between the Board and the Marketing Committee as the Marketing Committee members are more directly involved in the marketing of their own communities.

13. Marketing, Travel Trade & ESC 2050 Updates

Cano shared a recap of the recently completed Turns Well Taken campaign shoot and shared a video of the work thus far. Cano highlighted the 3 items submitted for a Poppy Award and announced the upcoming release date and distribution plan for the new Visitor Magazine. Cano shared a brief recap of the Spartan Race, with further data expected in the near future, and shared the upcoming dates for SLO CAL Open. Cano shared several sales team updates including recent trade and meeting shows attended, a UK product manager sales mission, shared a recap of the TakeOff North America air service conference, and provided upcoming sales team events. Belsanti shared updates on earned and owned media including local media coverage of SLO CAL Summit. Belsanti highlighted several ESC 2050 and Advocacy updates including a Last Mile Working Group recap from the October 14 meeting, and shared initial feedback from the new SLO CAL Welcome program. Belsanti also shared a recap of the Destinations International Advocacy Summit which was attended by Chaney in October.

Board Discussion- None.

Cartier provided a reminder for the upcoming events and meetings.

ADJOURN 10:34am