



# MINUTES

## Visit SLO CAL Board of Directors

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### Visit SLO CAL Board of Directors Meeting

Wednesday, March 19, 2025

8:30am – 10:30am

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

#### 1. CALL TO ORDER

**PRESENT:** Britt Shuford, Mark Eads, Pragna Patel-Mueller, Jim Hamilton, Toni LeGras-Price, Clint Pearce, Aaron Graves, Vic Popp, Bryan Bonelli, Hemant Patel, Nipool Patel, Amar Sohi, Kimberly Walker, Jed Bickel (arrived after consent agenda)

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

**ABSENT:** Hamish Marshall, Sean Dasmann

Call to order at 8:35am

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

##### ANNOUNCEMENTS

Welcome Betsai Camacho, Cal Poly EIM Scholarship recipient; reminder of the Annual Bash on May 2, reminder of next board meeting on May 28.

#### CONSENT AGENDA

3. Approval of January 15, 2025 Board of Directors Meeting Minutes
4. Approval of December 2024 Visit SLO CAL Financials
5. Approval of January 2025 Visit SLO CAL Financials
6. Approval of February 2025 Visit SLO CAL Financials

Board Discussion – None.

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

**Motion carried: 13:0 (Bickel not present for vote)**

#### CEO REPORT

#### 7. Visit SLO CAL CEO Report

Cartier shared the monthly STR report for January, noting that every community saw positive increases, and the weekly reports for February have shown to be strong so far. Cartier highlighted a recent meeting held with Congressman Jimmy Panetta, shared a recap of the REACH Action + Ideas Summit, and provided a recap of the CalTravel Winter Board meeting. Cartier shared a recap of the Visit California Winter Board meeting and Outlook Forum. Cartier shared Executive Committee discussion on the upcoming plans to create a four-year strategic plan, instead of a three- year plan, which would bring VSC through the current TMD (2030). Cartier reviewed key takeaways from the recent Cal Poly EIM Advisory Council meeting. Cartier announced a recent Audi commercial which was filmed in Downtown San Luis Obispo thanks to the work of the SLO CAL Film Commission. Cartier announced her recent Visionary Award from Smart Women in Meetings. Cartier shared her upcoming travel schedule.

Board Discussion- None.

## **Business Items**

### **8. HWY 1 Roundtable**

Cartier provided a recap of the February 24 HWY 1 Roundtable meeting held in San Simeon with CalTrans, See Monterey, hoteliers, and Dawn Addis' office. The meeting was well attended and helped identify the lack of communication from CalTrans to the business owners and residents affected by the road closures. Cartier shared several photos and videos which illustrated the continuous slide activity and reason for the long-term delays. Cartier shared a recent request for the establishment of a HWY 1 Task Force group in effort to help form better communication and understanding between CalTrans, Visit California, the Coastal Commission, and help promote advocacy work on the issue. Cartier requested to engage a few Board members to volunteer to join the HWY 1 Task Force, in partnership with Visit California and See Monterey; Aaron Graves, Clint Pearce, Britt Shuford, Pragna Patel- Mueller and Kimberly Walker all volunteered to join the HWY 1 Task Force.

Board Discussion- Shuford suggested engaging ULI (Urban Land Institute) to do a case study on how critical HWY 1 is as a connector and effects the whole state of California and noted that they are a credible group and would do the study for free. Pearce voiced that taking on a leadership role in the issue is critical and VSC is best equipped to take it on.

### **9. Airline Development**

Cartier shared a recap of the Routes Americas Air Service Conference, gave an update on Alaska Airlines and American Airlines SBP service, and highlighted that SBP had a record-breaking year. Cartier shared a reminder that the REAL ID enforcement begins on May 7.

Board Discussion- None.

### **10. Investment Portfolio Review**

Braunschweig provided an update on the Morgan Stanley investment portfolio, as it has now hit the six-month mark of moving from passively managed to actively managed. Braunschweig shared a snapshot of the last 90 days of performance and current asset allocation.

Board Discussion- None.

### **11. Executive Committee and Board Seats**

Cartier highlighted the current slate of Executive Committee seats, shared the dates for the application process, and noted which seats are up for renewal (Toni LeGras-Price, Nipool Patel, Britt Shuford, Hamish Marshall, Mark Eads, and Bryan Bonelli).

Board Discussion- None.

## **12. Marketing, Travel Trade & ESC 2050 Updates**

Cano shared the concepting for the new brand campaign “Detour-ists Welcome” and the roadmap for the 18-month renewal of all “The Land Of...” assets. Cano highlighted the launch of Wine-O-One and shared several videos. Cano highlighted a recent Korean FAM, a New Zealand and Australia FAM, and several recent travel trade trainings. Belsanti highlighted several local media coverage metrics, gave an update on advocacy work surrounding Type 47 Liquor Licenses and the Bob Jones trail.

Board Discussion- None.

Cartier provided a reminder for the upcoming events and meetings.

**ADJOURN 10:25am**