



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, May 19, 2021

8:30am-10:30am

Embassy Suites, 333 Madonna Road, San Luis Obispo, CA 93405

Video Conference Option - URL: <https://us02web.zoom.us/j/83337389599>

Meeting ID: 833 3738 9599

Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

C. Davison

CONSENT AGENDA – motion required

C. Davison

3. Approval of March 17, 2021 Board of Directors Meeting Minutes
4. Approval of March 2021 Visit SLO CAL Financials
5. Approval of April 2021 Visit SLO CAL Financials

Staff will request Board approval of the March 17, 2021 Board of Directors Meeting Minutes and the March and April 2021 Visit SLO CAL Financials.

CEO REPORT

C. Davison

6. CEO Report (10 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

C. Davison

7. COVID-19 Impact & Response (10 min)

Staff will provide an update on the impact of COVID-19 to the tourism industry and Visit SLO CAL's response to-date, as well as its planned efforts moving forward.

8. Camp Roberts Update (15 min)

Staff will provide an update on the Camp Roberts government contractor accommodations issue, Visit SLO CAL's response, and next steps.

9. Equity, Diversity & Inclusion Tracking (15 min)

Staff will report on Equity, Diversity & Inclusion efforts and tracking to-date.

10. Board Member Selection Process (15 min) – motion required

Staff will provide an update on the Board Member selection process and the Board will consider and discuss the Executive Committee's recommended slate of candidates for approval.

11. Executive Committee Seats (15 min) – motion required

The Board will discuss the FY2020/21 Executive Committee seats and will consider a recommendation for approval.

12. EDI Audience & Asset Alignment Study and Visitor Profile Study (10 min) – motion required

Staff will request approval to fund an EDI Audience & Asset Alignment Study and Visitor Profile Study beginning in the current fiscal year.
13. Travel Trade & Marketing Update (15 min)

Staff will provide an update on Mering’s progress on their scope of work.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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14. Employee Dismissal (10 min)

CLOSED SESSION REPORT	C. Davison
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ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Board of Directors to discuss or take action on issues not on the agenda, except that members of the Board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Board to follow-up on such items and/or place them on the next Board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, March 17, 2021

8:30am

Video Conference – URL: <https://us02web.zoom.us/j/84484147373>

Meeting ID: 844 8414 7373

1. CALL TO ORDER: Clint Pearce

PRESENT (VIA VIDEO CONFERENCE): Alma Ayon, Jed Bickel, Kathy Bonelli, John Conner, Mark Eads, Aaron Graves, Jay Jamison, Jim Hamilton, Toni LeGras, Sam Miller, Amit Patel, Nipool Patel, Clint Pearce, Victor Popp, Amar Sohi

ABSENT: Hemant Patel

STAFF PRESENT: Chuck Davison, Cathy Tull, Annie Frew, Brendan Pringle, Kyla Boast

Call to Order at 8:37am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison wished a happy birthday to Annie Frew, Visit SLO CAL's Director of Community Engagement & Advocacy and congratulated Brendan Pringle, Director of Operations on six years of service to Visit SLO CAL.

CONSENT AGENDA

3. Approval of January 20, 2021 Board of Directors Meeting Minutes

4. Approval of January 2021 Visit SLO CAL Financials

5. Approval of February 2021 Visit SLO CAL Financials

Public Comment – None.

Board Discussion.

ACTION: Moved by N. Patel/Eads to approve the Consent Agenda as presented.

Motion carried: 13:0

LeGras and Hamilton joined the meeting after the Consent Agenda item.

CEO REPORT

6. CEO Report

On February 18-19, 2021, the Visit SLO CAL team attended Visit California's virtual Outlook Forum, and a link to the pre-recorded sessions and key takeaways were sent in This Week in SLO CAL (TWISC). Davison outlined some of the key takeaways. Caltrans began emergency repair work on Highway 1 at the Rat Creek slide on March 1, 2021, and under their current timeline, the road is expected to open early summer. Visit SLO CAL is in continuous communication with Caltrans and North Coast lodging investors and is amplifying efforts for the North Coast in its campaigns. Davison provided an update on the Cal Poly Economic Impact Report, noting that the project scope has been finalized, in collaboration with Cal Poly and the City of SLO, and that once an MOU between Cal Poly, City of SLO and Visit SLO CAL is finalized, Visit SLO CAL will begin soliciting proposals from agencies. Davison provided an update on the Oceano Dunes Economic Impact Report, noting that the project scope has been finalized, and that Visit SLO CAL and the South County Chambers of Commerce are working together to gain buy-in from the Cities of Grover Beach, Arroyo Grande and Pismo Beach, as well as the County, and will subsequently begin outreach to potential agencies to obtain proposals. On February 24, 2021, the Tribune Editorial Board printed an article concluding that more analysis was needed to understand the full impact of the Oceano Dunes to our community. In advance of the March 18, 2021 Coastal Commission hearing, Visit SLO CAL submitted a letter, co-authored by South County Chambers and REACH, to the California Coastal Commission (CCC), asking for a stay on the decision until a reliable economic impact assessment is available and a Commissioner from the South Central Coast district has been appointed. This letter will be presented during public comment at the CCC hearing. Moreover, copies of this letter were sent to the Governor's office, Go Biz, Senator Laird and Assemblymember Cunningham, and were circulated to DMO partners, allowing them to sign on. Highway 1 Discovery Route and Oceano/Nipomo both signed on in partnership. Visit SLO CAL also provided a template advocacy letter for partners to fill out to submit to the CCC, which it shared with industry partners through TWISC and a targeted email campaign to South County partners. Visit SLO CAL worked with TURNER PR on crisis communications plan to clarify misinformation circulating in local media outlets, and sent a personalized letter to industry outlining the issues with the staff report and its impacts to our industry. This letter also encouraged the industry to share their comments with the CCC before the March 18, 2021 hearing, and it was submitted to the Tribune. Davison reported out on Visit SLO CAL's outreach with newly elected local officials (Supervisor Ortiz-Legg, Councilmember Laurel Barton, Councilmember Mark Dariz, Councilmember Jan Marx and Councilmember Scott Newton), and noted that a meeting is scheduled with Senator John Laird (D-17), which will focus on the Highway 1 reopening, Oceano Dunes and upcoming state legislation impacting the tourism industry, including SB 285. Davison provided an update on the Bob Jones Bike Trail and VSC's efforts to support California Transportation Commission (CTC) grant funding of a project that would connect the City of San Luis Obispo via Ontario Road to the Avila Beach entrance, in line with the Experience SLO CAL 2050 recommendation for a Countywide Trails System. With the CTC grant and approval from the Board of Supervisors, the Bob Jones Bike Trail project can move forward. Davison provided a staffing update, noting that the CMO role has been transitioned into a contractor/consultant position for the balance of the fiscal year. Davison noted that Cathy Tull, former CMO for the Las Vegas Convention and Visitors Authority, signed an agreement to serve as Visit SLO CAL's Chief Marketing Consultant from March 1-June 30, 2021. He introduced Cathy to the Board, outlined her schedule and noted she will continue to work in-market two weeks each month, including this week, which includes introduction meetings with many of Visit SLO CAL's Board members.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

7. COVID-19 Impact & Response Update

Davison provided an update on local COVID-19 response efforts. San Luis Obispo County is still in Phase 1b of distribution efforts, but has opened vaccine registration to four additional sectors: education, childcare, emergency services and food and agriculture, as well as those with underlying medical issues. Over 97,000 vaccines have been distributed locally. He provided a pacing report on how current county metrics lined up with the metrics required for the county to move from the red tier to the orange tier. On March 14, 2021, the State updated its guidance for wineries, breweries and distillers, allowing them to operate outdoors with modifications under the red tier. Davison provided an update on state COVID-19 response efforts, noting that the state announced last week that beginning April 1, theme parks and sporting events can open to limited attendance, which is expected to lead to expanded event and meeting options. As of March 16, 2021, over 12.6 million vaccines have been administered throughout the state. Governor Newsom announced a commitment to

allocate 40 percent of vaccine doses for the hardest-hit communities and establish a vaccine equity metric to assist with vaccinating more vulnerable populations and essential workers. Davison provided an update on the California Tourism Recovery Act (SB 285), which would provide \$45M to Visit California for a strategic media and jobs recovery campaign. The bill is currently before the Senate Appropriations Committee, and received unanimous support from the Labor Committee, with all of the Labor Committee members signing on as co-authors. It could be passed as early as end of March or early April. At a national level, Congress passed the American Rescue Plan Act of 2021. Davison outlined how the bill will provide federal assistance and support to aid the travel and tourism industry's recovery. He also noted that while it is a step forward, U.S. Travel is still calling on Congress to extend the March 31, 2021 application deadline for the PPP and provide a third draw loan for the hardest hit industries, as well as pass the Hospitality and Commerce Job Recovery Act. Visit SLO CAL will be participating in U.S. Travel's Destination Capitol Hill today, and is scheduled to meet with Rep. Salud Carbajal and the region's two Senators to advocate on behalf of the local tourism industry and partners. He outlined the items Visit SLO CAL would be focusing its advocacy efforts on. Davison noted U.S. Travel's findings on American travelers' optimism, readiness to travel and perception of safety, in light of the COVID-19 vaccine. He also showcased some of the insights available on U.S. Travel's Travel Recovery Insights Dashboard, noting that Visit SLO CAL is working with Tourism Economics to have a direct link to this report through its Tableau dashboard portal. Davison provided an update on air service, noting that Seattle will increase to two flights daily beginning March 18, 2021. Direct service from San Diego is scheduled to relaunch June 17, 2021 (one daily flight), and service from Portland is scheduled to launch the same day (one daily flight). Visit SLO CAL continues to focus its media plan efforts on drive markets this fiscal year, and the SLO County Regional Airport will cover airport advertising in new markets through June. However, Visit SLO CAL will work to develop a Portland activation to support the flight, and hold paid media for the market until FY 22, likely starting September or later. He also provided an update on Visit SLO CAL's COVID-19 relief options, noting that Visit SLO CAL should receive its forgivable PPP loan in the next two weeks. Davison reviewed the updated cash flow projections for March through December 2021, and noted that the cash balance at the end of June will roll into FY 2021/22.

Public Comment – None.

Board Discussion.

8. Travel Trade & Marketing Update

Boast provided an update on recent and upcoming travel trade efforts. Davison provided an update on the on-boarding of Mering, Visit SLO CAL's Agency-of-Record. On March 8, 2021, Visit SLO CAL met with Mering's core team at their Sacramento office as part of an immersion. They also discussed current initiatives and kicked off the planning of the FY 22 Business & Marketing Plan. Davison noted that it was refreshing to hear that the agency was looking toward the advancement of the SLO CAL brand and not planning for major changes. The Marketing Committee Planning Retreat has been scheduled for Monday, April 12, 2021 – Wednesday, April 14, 2021 with the full day retreat in-person on Tuesday, April 13, 2021. He noted that the Retreat will inform the development of the FY 22 plan which will include strategy, brand evolution and media, and will be before the Board for approval at a special Board meeting in June. He provided an update on Mering's research efforts, and thanked the Board members participating in the stakeholder research that Mering is conducting. Davison reviewed the paid, owned, and earned media highlights, from February 2021. He also reviewed recent and upcoming partnership efforts.

Public Comment – None

Board Discussion.

ANNOUNCEMENT OF CLOSED SESSION ITEM

9. Employee Dismissal

CLOSED SESSION REPORT

No action was taken by the Board during Closed Session.

BUSINESS ITEMS

10. CEO Annual Review

Davison reviewed the criteria set forth for the President & CEO's bonus compensation: 12.5 percent bonus is tied to Visit SLO CAL's operation and 12.5 percent bonus is tied to the delivery of Strategic Direction 2020 (March 2020 – June 2020) and Strategic Direction 2023 (July 2020 – February 2021) imperatives. He added that a detailed documentation of results was provided to the Board in advance of the meeting. Davison exited the room while the Board discussed the Annual Review. Pearce noted that at their March 11, 2021 meeting, the Executive Committee recommended Board approval of the CEO's Annual Bonus at 100%.

Public Comment – None.

Board Discussion. In their review, the Board recognized how Davison elevated Visit SLO CAL's organizational brand and influence in the community through his leadership in COVID-19 response efforts, as well as his willingness to stand up for lodging partners and the local industry.

ACTION: Moved by **N. Patel/Jamison** to recommend that the Board approve the CEO Annual Bonus at 100%.

Motion carried: 13:0

A. Patel and Sohi departed the meeting prior to the vote.

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 10:06am.

San Luis Obispo County
Visitors & Conference Bureau
2020-2021 Financial Summary - March

Income	This Month	Budgeted for Month	MTD Variance	% Variance	MTD % of Total Income/ Expenses	YTD % of Total Income/ Expenses				
						FISCAL YTD	Budget YTD	YTD Variance	% Variance	
Web & Ticket Revenue	\$ 595	\$ 700	\$ (105)	-15.05%	0.15%	\$ 8,220	\$ 8,300	\$ (81)	-0.97%	0.18%
Co-op Revenue	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%
Interest Income	\$ (204)	\$ 500	\$ (704)	-140.74%	-0.05%	\$ 2,505	\$ 3,620	\$ (1,115)	-30.80%	0.06%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ 111,509	\$ -	0.00%	2.47%
Arroyo Grande	\$ 9,020	\$ 9,020	\$ -	0.00%	2.22%	\$ 72,929	\$ 72,929	\$ -	0.00%	1.61%
Atascadero **	\$ 23,348	\$ 23,348	\$ -	0.00%	5.76%	\$ 88,155	\$ 88,155	\$ -	0.00%	1.95%
Grover Beach	\$ 2,761	\$ 2,761	\$ -	0.00%	0.68%	\$ 28,650	\$ 28,650	\$ -	0.00%	0.63%
Morro Bay	\$ 22,524	\$ 22,524	\$ -	0.00%	5.56%	\$ 234,619	\$ 234,619	\$ -	0.00%	5.19%
Paso Robles	\$ 47,017	\$ 47,017	\$ -	0.00%	11.60%	\$ 350,972	\$ 350,972	\$ -	0.00%	7.76%
Pismo Beach	\$ 107,943	\$ 107,943	\$ -	0.00%	26.62%	\$ 926,088	\$ 926,088	\$ -	0.00%	20.49%
City of San Luis Obispo	\$ 64,574	\$ 64,574	\$ -	0.00%	15.93%	\$ 500,674	\$ 500,674	\$ -	0.00%	11.08%
Unincorporated SLO County	\$ 65,508	\$ 65,508	\$ -	0.00%	16.16%	\$ 886,334	\$ 886,334	\$ -	0.00%	19.61%
Adjustment for Actual TMD Collected	\$ 62,380	\$ -	\$ 62,380	100.00%	15.38%	\$ 1,309,628	\$ 1,159,597	\$ 150,031	12.94%	28.97%
Total TMD Income	\$ 405,076	\$ 342,696	\$ 62,380	18.20%	99.90%	\$ 4,509,558	\$ 4,359,528	\$ 150,031	3.44%	1112.19%
Total Income	\$ 405,467	\$ 343,896	\$ 61,571	17.90%	100.00%	\$ 4,520,283	\$ 4,371,448	\$ 148,835	3.40%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 20,284	\$ 17,170	\$ 3,114	18.13%	3.24%	\$ 651,733	\$ 218,391	\$ 433,342	198.42%	18.30%
G&A	\$ 18,001	\$ 26,431	\$ (8,430)	-31.89%	2.87%	\$ 192,769	\$ 202,881	\$ (10,112)	-4.98%	5.41%
Industry Research and Resources	\$ 13,647	\$ 25,047	\$ (11,401)	-45.52%	2.18%	\$ 134,027	\$ 155,674	\$ (21,647)	-13.91%	3.76%
Travel Trade	\$ 30,788	\$ 22,337	\$ 8,451	37.83%	4.92%	\$ 130,666	\$ 122,306	\$ 8,360	6.83%	3.67%
Communications	\$ 11,292	\$ 24,509	\$ (13,217)	-53.93%	1.80%	\$ 135,213	\$ 154,352	\$ (19,138)	-12.40%	3.80%
Advertising	\$ 444,774	\$ 305,826	\$ 138,949	45.43%	71.02%	\$ 1,826,972	\$ 1,907,822	\$ (80,850)	-4.24%	51.29%
Promotions & Events	\$ 6,489	\$ 6,552	\$ (63)	-0.96%	1.04%	\$ 54,869	\$ 54,152	\$ 717	1.32%	1.54%
Digital Marketing	\$ 53,827	\$ 45,107	\$ 8,720	19.33%	8.59%	\$ 278,787	\$ 270,556	\$ 8,231	3.04%	7.83%
Film Commission	\$ 192	\$ 3,194	\$ (3,002)	-93.99%	0.03%	\$ 492	\$ 4,381	\$ (3,889)	-88.77%	0.01%
Engagement & Advocacy	\$ 26,977	\$ 37,259	\$ (10,282)	-27.60%	4.31%	\$ 156,727	\$ 182,608	\$ (25,881)	-14.17%	4.40%
Total Expenses	\$ 626,271	\$ 513,431	\$ 112,840	21.98%	100.00%	\$ 3,562,255	\$ 3,273,123	\$ 289,133	8.83%	100.00%
Surplus(Deficit)	\$ (220,804)	\$ (169,535)	\$ (51,269)	-30.24%		\$ 958,028	\$ 1,098,325	\$ (140,297)	-12.77%	

Cash Flow					
Surplus (Deficit)	\$ (220,804)				\$ 958,028
Beginning Cash Balance	\$ 3,506,607				\$ 1,605,945
Change in Accounts Receivable	\$ (22,149)				\$ (223,622)
Change in Accrued Expenses	\$ 183,919				\$ 388,153
Change in Prepaid Expenses	\$ 24,403				\$ 14,731
Change in Accounts Payable	\$ 171,063				\$ 268,355
Change in Reserve Contingency	\$ 20,284				\$ 651,733
Visit SLO CAL Cash Balances	\$ 3,663,322				\$ 3,663,322
Contingency Reserve - 5% of Cumulative Rev.	\$ (1,619,285)				\$ (1,619,285)
Liability on Balance Sheet					
Net Available Cash	\$ 2,044,036				\$ 2,044,036

Notes:

- \$221k deficit for March (\$51k larger deficit than budgeted). \$958k surplus year-to-date (\$140k smaller surplus than budgeted).

- \$151k in Paycheck Protection Plan Proceeds was received in March. It was recorded as a liability on the Balance Sheet until the loan is forgiven, at which time it will be recognized as Income.

- All TMD amounts accrued through January have been collected, with the exception of Morro Bay.

March Interest Income is negative due to market fluctuations in Morgan Stanley investment accounts.

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of March 31, 2021

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,702,854.37	631,455.41	1,071,398.96	169.7%
1020 · Bank of the Sierra - Membership	294,425.83	261,642.21	32,783.62	12.5%
1030 · Morgan Stanley - TMD	1,558,656.08	851,061.19	707,594.89	83.1%
1040 · Morgan Stanley - Membership	107,385.31	106,504.34	880.97	0.8%
Total Checking/Savings	3,663,321.59	1,850,663.15	1,812,658.44	98.0%
Accounts Receivable				
1200 · Accounts Receivable	669,994.22	644,411.48	25,582.74	4.0%
Total Accounts Receivable	669,994.22	644,411.48	25,582.74	4.0%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	744.40	0.00	0.0%
1350 · Prepaid Expenses	78,626.46	153,617.81	-74,991.35	-48.8%
1330 · Employee Advances	74.85	7.26	67.59	931.0%
Total Other Current Assets	83,815.66	158,739.42	-74,923.76	-47.2%
Total Current Assets	4,417,131.47	2,653,814.05	1,763,317.42	66.4%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	37,349.33	37,349.33	0.00	0.0%
1410 · Furniture & Fixtures	101,040.00	101,040.00	0.00	0.0%
1415 · Leasehold Improvements	71,766.15	71,766.15	0.00	0.0%
1425 · Office Equipment	19,488.10	19,488.10	0.00	0.0%
Total 1400 · Fixed Assets	229,643.58	229,643.58	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-21,231.17	-21,231.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-14,984.00	-14,984.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-5,959.00	-5,959.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-26,197.00	-26,197.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-68,371.17	-68,371.17	0.00	0.0%
Total Fixed Assets	161,272.41	161,272.41	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	4,594,153.88	2,830,836.46	1,763,317.42	62.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	306,355.07	240,948.37	65,406.70	27.2%
Total Accounts Payable	306,355.07	240,948.37	65,406.70	27.2%
Credit Cards				
2060 · American Express Credit Card	5,970.54	6,878.79	-908.25	-13.2%
Total Credit Cards	5,970.54	6,878.79	-908.25	-13.2%
Other Current Liabilities				
2070 · Accrued Liabilities	236,960.00	88,584.03	148,375.97	167.5%
2010 · Deferred Revenue	0.00	5,120.00	-5,120.00	-100.0%
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	-1,029.92	-1,657.75	627.83	37.9%
Total 2100 · Payroll Liabilities	-1,029.92	-1,657.75	627.83	37.9%

7:53 PM

04/14/21

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of March 31, 2021

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
2200 · Coast National Line of Credit	151,056.00	0.00	151,056.00	100.0%
Total Other Current Liabilities	386,986.08	92,046.28	294,939.80	320.4%
Total Current Liabilities	699,311.69	339,873.44	359,438.25	105.8%
Total Liabilities	699,311.69	339,873.44	359,438.25	105.8%
Equity				
3120 · Reserved Earnings	1,619,285.45	952,837.39	666,448.06	69.9%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	958,027.98	-48,651.56	1,006,679.54	2,069.2%
Total Equity	3,894,842.19	2,490,963.02	1,403,879.17	56.4%
TOTAL LIABILITIES & EQUITY	4,594,153.88	2,830,836.46	1,763,317.42	62.3%

San Luis Obispo County
Visitors & Conference Bureau
2020-2021 Financial Summary - April

Income	This Month	Budgeted for Month	MTD Variance	% Variance	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	% Variance	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 691	\$ 700	\$ (9)	-1.24%	0.12%	\$ 8,911	\$ 9,000	\$ (89)	-0.99%	0.17%
Co-op Revenue	\$ 252	\$ -	\$ 252	100.00%	0.04%	\$ 252	\$ -	\$ -	100.00%	0.00%
Interest Income	\$ 395	\$ 500	\$ (105)	-21.00%	0.07%	\$ 2,900	\$ 4,120	\$ (1,220)	-29.61%	0.06%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ 111,509	\$ -	0.00%	2.18%
Arroyo Grande	\$ 10,508	\$ 10,508	\$ -	0.00%	1.78%	\$ 83,437	\$ 83,437	\$ -	0.00%	1.63%
Atascadero **	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 88,155	\$ 88,155	\$ -	0.00%	1.73%
Grover Beach	\$ 4,327	\$ 4,327	\$ -	0.00%	0.73%	\$ 32,977	\$ 32,977	\$ -	0.00%	0.65%
Morro Bay	\$ 33,332	\$ 33,332	\$ -	0.00%	5.65%	\$ 267,950	\$ 267,950	\$ -	0.00%	5.24%
Paso Robles	\$ 53,050	\$ 53,050	\$ -	0.00%	9.00%	\$ 404,023	\$ 404,023	\$ -	0.00%	7.91%
Pismo Beach	\$ 152,786	\$ 152,786	\$ -	0.00%	25.92%	\$ 1,078,875	\$ 1,078,875	\$ -	0.00%	21.11%
City of San Luis Obispo	\$ 70,258	\$ 70,258	\$ -	0.00%	11.92%	\$ 570,932	\$ 570,932	\$ -	0.00%	11.17%
Unincorporated SLO County	\$ 75,289	\$ 75,289	\$ -	0.00%	12.77%	\$ 961,623	\$ 961,623	\$ -	0.00%	18.82%
Adjustment for Actual TMD Collected	\$ 188,603	\$ -	\$ 188,603	100.00%	31.99%	\$ 1,498,231	\$ 1,159,597	\$ 338,633	29.20%	29.32%
Total TMD Income	\$ 588,153	\$ 399,551	\$ 188,603	47.20%	99.77%	\$ 5,097,712	\$ 4,759,078	\$ 338,633	7.12%	864.76%
Total Income	\$ 589,492	\$ 400,751	\$ 188,741	47.10%	100.00%	\$ 5,109,775	\$ 4,772,199	\$ 337,324	7.07%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 29,442	\$ 20,013	\$ 9,430	47.12%	5.31%	\$ 681,175	\$ 238,404	\$ 442,771	185.72%	16.55%
G&A	\$ 21,253	\$ 23,946	\$ (2,694)	-11.25%	3.83%	\$ 214,022	\$ 226,827	\$ (12,806)	-5.65%	5.20%
Industry Research and Resources	\$ 14,328	\$ 36,372	\$ (22,044)	-60.61%	2.58%	\$ 148,355	\$ 192,047	\$ (43,692)	-22.75%	3.60%
Travel Trade	\$ 13,744	\$ 35,950	\$ (22,206)	-61.77%	2.48%	\$ 144,409	\$ 158,256	\$ (13,847)	-8.75%	3.51%
Communications	\$ 11,791	\$ 20,179	\$ (8,388)	-41.57%	2.13%	\$ 147,004	\$ 174,531	\$ (27,527)	-15.77%	3.57%
Advertising	\$ 402,595	\$ 352,286	\$ 50,310	14.28%	72.58%	\$ 2,229,567	\$ 2,260,108	\$ (30,540)	-1.35%	54.16%
Promotions & Events	\$ 6,349	\$ 19,052	\$ (12,703)	-66.68%	1.14%	\$ 61,218	\$ 73,204	\$ (11,986)	-16.37%	1.49%
Digital Marketing	\$ 32,420	\$ 45,685	\$ (13,265)	-29.04%	5.84%	\$ 311,207	\$ 316,241	\$ (5,033)	-1.59%	7.56%
Film Commission	\$ 222	\$ 194	\$ 29	14.85%	0.04%	\$ 714	\$ 4,574	\$ (3,860)	-84.39%	0.02%
Engagement & Advocacy	\$ 22,536	\$ 68,328	\$ (45,792)	-67.02%	4.06%	\$ 179,263	\$ 250,936	\$ (71,673)	-28.56%	4.35%
Total Expenses	\$ 554,679	\$ 622,004	\$ (67,325)	-10.82%	100.00%	\$ 4,116,935	\$ 3,895,127	\$ 221,808	5.69%	100.00%
Surplus(Deficit)	\$ 34,812	\$ (221,254)	\$ 256,066	115.73%		\$ 992,840	\$ 877,072	\$ 115,516	13.17%	

Cash Flow		
Surplus (Deficit)	\$ 34,812	\$ 992,840
Beginning Cash Balance	\$ 3,663,322	\$ 1,605,945
Change in Accounts Receivable	\$ (148,221)	\$ (371,843)
Change in Accrued Expenses	\$ 67,676	\$ 455,829
Change in Prepaid Expenses	\$ (5,035)	\$ 9,696
Change in Accounts Payable	\$ 9,296	\$ 277,651
Change in Reserve Contingency	\$ 29,442	\$ 681,175
Visit SLO CAL Cash Balances	\$ 3,651,293	\$ 3,651,293
Contingency Reserve - 5% of Cumulative Rev.	\$ (1,648,728)	\$ (1,648,728)
Liability on Balance Sheet		
Net Available Cash	\$ 2,002,565	\$ 2,002,565

Notes:

- \$35k surplus for April (\$256k larger surplus than budgeted). \$993k surplus year-to-date (\$116k larger surplus than budgeted).
- \$151k in Paycheck Protection Plan Proceeds was received in March. It was recorded as a liability on the Balance Sheet until the loan is forgiven, at which time it will be recognized as Income.
- All TMD amounts accrued through February have been collected.

10:09 AM

05/12/21

Accrual Basis

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of April 30, 2021

	Apr 30, 21	Apr 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,692,820.13	499,789.86	1,193,030.27	238.7%
1020 · Bank of the Sierra - Membership	292,056.72	255,575.54	36,481.18	14.3%
1030 · Morgan Stanley - TMD	1,559,026.13	860,763.26	698,262.87	81.1%
1040 · Morgan Stanley - Membership	107,389.72	106,735.22	654.50	0.6%
Total Checking/Savings	3,651,292.70	1,722,863.88	1,928,428.82	111.9%
Accounts Receivable				
1200 · Accounts Receivable	818,215.14	493,016.79	325,198.35	66.0%
Total Accounts Receivable	818,215.14	493,016.79	325,198.35	66.0%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	744.40	0.00	0.0%
1350 · Prepaid Expenses	83,661.46	130,745.24	-47,083.78	-36.0%
1330 · Employee Advances	74.85	7.26	67.59	931.0%
Total Other Current Assets	88,850.66	135,866.85	-47,016.19	-34.6%
Total Current Assets	4,558,358.50	2,351,747.52	2,206,610.98	93.8%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	37,349.33	37,349.33	0.00	0.0%
1410 · Furniture & Fixtures	101,040.00	101,040.00	0.00	0.0%
1415 · Leasehold Improvements	71,766.15	71,766.15	0.00	0.0%
1425 · Office Equipment	19,488.10	19,488.10	0.00	0.0%
Total 1400 · Fixed Assets	229,643.58	229,643.58	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-21,231.17	-21,231.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-14,984.00	-14,984.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-5,959.00	-5,959.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-26,197.00	-26,197.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-68,371.17	-68,371.17	0.00	0.0%
Total Fixed Assets	161,272.41	161,272.41	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	4,735,380.91	2,528,769.93	2,206,610.98	87.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	306,065.02	136,071.99	169,993.03	124.9%
Total Accounts Payable	306,065.02	136,071.99	169,993.03	124.9%
Credit Cards				
2060 · American Express Credit Card	15,556.70	-5,092.16	20,648.86	405.5%
Total Credit Cards	15,556.70	-5,092.16	20,648.86	405.5%
Other Current Liabilities				
2070 · Accrued Liabilities	301,105.32	4,300.00	296,805.32	6,902.5%
2010 · Deferred Revenue	3,530.80	0.00	3,530.80	100.0%
2100 · Payroll Liabilities				
2105 · 401K Deferred Savings Liability	0.01	0.00	0.01	100.0%
2115 · Company ETT Payable	0.00	3.23	-3.23	-100.0%
2125 · Company FUTA Payable	0.00	19.32	-19.32	-100.0%
2135 · Company SUI Payable	0.00	157.72	-157.72	-100.0%
2160 · Health Insurance Withheld	-1,029.83	-1,820.04	790.21	43.4%
Total 2100 · Payroll Liabilities	-1,029.82	-1,639.77	609.95	37.2%

10:09 AM

05/12/21

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of April 30, 2021

	Apr 30, 21	Apr 30, 20	\$ Change	% Change
2200 · Coast National Line of Credit	151,056.00	0.00	151,056.00	100.0%
Total Other Current Liabilities	454,662.30	2,660.23	452,002.07	16,991.1%
Total Current Liabilities	776,284.02	133,640.06	642,643.96	480.9%
Total Liabilities	776,284.02	133,640.06	642,643.96	480.9%
Equity				
3120 · Reserved Earnings	1,648,727.68	956,438.68	692,289.00	72.4%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	992,840.45	-148,086.00	1,140,926.45	770.5%
Total Equity	3,959,096.89	2,395,129.87	1,563,967.02	65.3%
TOTAL LIABILITIES & EQUITY	4,735,380.91	2,528,769.93	2,206,610.98	87.3%



VISIT SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: *Alma Ayón*
COMPANY: *Sundance Bed & Breakfast*
ADDRESS: *7735 Sundance Trail, Paso Robles, CA 93446*
PHONE: *(805) 226-2888* EMAIL: *info@SundanceBandB.com*
TOTAL YEARS IN HOSPITALITY INDUSTRY: *5*
BACKGROUND EXPERIENCE: *Owner / Chef / Innkeeper*

Employment History

CURRENT EMPLOYER: *Sundance B&B* YRS OF SERVICE: *5*
TITLE: *Owner*
PAST EMPLOYER: *NBC / Telemundo / Algo Más Entertainment* YRS OF SERVICE: *20+ years.*
POSITION: *TV Producer*

Community/Board Involvement

ORGANIZATION: *The Wellness Kitchen* TITLE: *Cook*
DATES OF INVOLVEMENT: *winter of 2017*
ORGANIZATION: TITLE:
DATES OF INVOLVEMENT:
ORGANIZATION: TITLE:
DATES OF INVOLVEMENT:

Kevan Douglas Beall

2710 Meadow St. San Luis Obispo, CA 93401

kbeall@prgim.com c: (805) 550-6445

Thursday, April 30, 2020

Dear Mr. Brendan Pringle,

My passion for hospitality and continued development within the industry has motivated me to apply for one of the open seats on the Visit SLO CAL Board of Directors. It would be a pleasure to serve our community through supporting the mission of the organization, and living the authentic expression of inspiring travel and unique experiences in San Luis Obispo County.

Since moving to the Central Coast at the end of 2017, I've been fortunate to work for PRG Hospitality Group in representing three distinct hotel properties; Cambria Beach Lodge, White Water, and San Luis Creek Lodge. As the acting General Manager, and now Regional Director, I've been fortunate to fully whiteness the power of our vibrant tourism industry and the meaningful impact we have on guests, employees and the local community as a whole.

Serving on the Visit SLO CAL Board of Directors, and in collaboration with all hospitality partners, would be a privilege. It will be my full duty to act as a valued contributor and deliberator of future-focused initiatives, as a representative and steward of our natural resources, and as a stakeholder representative of our community. As with all personal and professional engagements in my experience, I take great pride in maintaining strong integrity and serving from a place of positive intention. Serving as a representative of the Board would be no different, as these values are in alignment with the organization.

I am truly excited about the opportunity to meet with you and discuss the value, experience and commitment I will bring to your organization. As a self-proclaimed ambassador of the county, I look forward to remaining engaged with Visit SLO CAL regardless of how this year's open seats are appointed and hope to ensure positive strategic collaboration amongst all stakeholders.

Sincerely,



KEVAN BEALL

Central Coast Regional Director



PRG Hospitality Group, LLC
1750 14th St., Suite E, Santa Monica, CA 90404
Email: kbeall@prgim.com | Mobile: 805-550-6445
www.prghospitalitygroup.com



VISIT SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Tom Halen

COMPANY: La Lomita Ranch/Harmony Valley Creamery/Town of Harmony

ADDRESS: 1985 La Lomita Way, San Luis Obispo, CA 93401

PHONE: 805.706.8018

EMAIL: tom@lalomitaranch.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 20+

BACKGROUND EXPERIENCE:

President/GM/COO for La Lomita Ranch B&B, Event Venue & Winery, Harmony Valley Creamery, Town of Harmony (Harmony Chapel & Gardens)
CowParade SLO - Executive Director

Employment History

CURRENT EMPLOYER: La Lomita Ranch/HVC YRS OF SERVICE: 7

TITLE: President/GM/COO

PAST EMPLOYER: Kruse Investment Co. YRS OF SERVICE: 4

POSITION: Executive VP

Community/Board Involvement

ORGANIZATION: Cal Poly SLO

TITLE: Advisory Council Member / EIM

DATES OF INVOLVEMENT: 09/2015 - Present

ORGANIZATION: Edna Valley AG TBID

TITLE: Board Member

DATES OF INVOLVEMENT: 07/2019 - Present

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

For more information, contact Visit SLO CAL at 805-541-8000.

Tom Halen

La Lomita Ranch, Harmony Valley Creamery, Harmony Town, LLC
1985 La Lomita Way
San Luis Obispo, CA 93401
tom@lalomitaranch.com / tom@harmony.town

Dear Visit SLO CAL and Board Members,

This letter is to express my interest in applying for the upcoming B&B board seat and/or one of the at large seats of Visit SLO CAL. Below is my biography outlining my current position and prior tenures.

I am currently the President, COO and General Manger for La Lomita Ranch, Harmony Valley Creamery and Harmony Town, LLC. La Lomita Ranch is an eight-room bed and breakfast, event venue and winery in Edna Valley. Harmony Valley Creamery an artisan small batch ice cream company which scoops retail in the town of Harmony and at local weddings and events, as well as wholesale to local independent grocery store and Ralph's Markets in Southern California, and a newly opened food trailer in the town of Harmony service melts and raclette. I also over see the town of Harmony and its wedding venue Harmony Chapel and Gardens and vacation rental property. Additionally, I currently serve as an Advisory Council Member for Cal Polys Experience Industry Management Department and am a Board Member of the Edna Valley/Arroyo Grande Local Fund Area/SLO Wine Lodging Alliance Board.

I have spent the last 25+ years in hotel/restaurant, and financial services management. During my prior tenures, I have worked as a regional food purchaser for six Southern California Hilton hotel prosperities (Los Angeles Downtown, Beverly Hills, Anaheim, LAX, Pasadena, and Whittier), and was the Director of Hospitality Sales for American Fish & Seafood Company. I attended the Los Angeles International Culinary Institute before transferring to the California Culinary Academy in San Francisco and cooked at Chez M lange in Redondo Beach, CA, served as pastry chef for Hotel Sofitel in Redwood Shores, CA, Buffalo Grill in San Mateo, CA and was a Managing Partner and Executive Chef for the Restaurant Management Group in San Mateo, CA before joining Aurum Capital Management and Golden Gate Financial Group (a \$800 million financial services company in San Francisco, CA) as the General Manager and Principal. Most recently I served as Director and Executive Vice President of Kruse Investment Company a single-family investment office in San Luis Obispo, CA and was the Executive Director for CowParade SLO a San Luis Obispo County public art exhibit from April 2016 to May 2017 raising over \$250,000 for local non-profit organizations. I hold a Bachelor of Science degree from California Polytechnic University, Pomona in Hospitality Management and Culinary Degree from the California Culinary Academy.

Thank you for your consideration.

Sincerely,



Tom Halen



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: John Mahar

COMPANY: Motel 6

ADDRESS: 1433 Calle Joaquin

PHONE: 805-549-9595

EMAIL: m60138bo@motel6.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 3 Years

BACKGROUND EXPERIENCE:

I was the GM of motel 6 in Atascadero three years ago. I have been running the motel 6 north in SLO for the past two years. I am now the GM of both motel 6 locations.

Employment History

CURRENT EMPLOYER: Motel 6

YRS OF SERVICE: 3

TITLE: General Manager

PAST EMPLOYER: Sears

YRS OF SERVICE: 4 Years

POSITION: Department manager

Community/Board Involvement

ORGANIZATION: TBID Atascadero

TITLE: Board Member

DATES OF INVOLVEMENT: 5-1-19 to 12-1-19

ORGANIZATION: Boy Scouts of America

TITLE: Adult Leader

DATES OF INVOLVEMENT: 6-1-17 to 2-19-21

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

For more information, contact Visit SLO CAL at 805-541-8000.



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT:

COMPANY:

ADDRESS:

PHONE:

EMAIL:

TOTAL YEARS IN HOSPITALITY INDUSTRY:

BACKGROUND EXPERIENCE:

Employment History

CURRENT EMPLOYER:

YRS OF SERVICE:

TITLE:

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

For more information, contact Visit SLO CAL at 805-541-8000.



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Amit Patel

COMPANY: NEW HORIZON ASSOCIATES Inc.

ADDRESS: 1095 Main St, Morro Bay, CA 93442

PHONE: 805-748-8217

EMAIL: hotelsoncoast@gmail.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 12+

BACKGROUND EXPERIENCE:

12+ Years as Hotel Owner and Operator

Employment History

CURRENT EMPLOYER: NEW HORIZON ASSOCIATES YRS OF SERVICE: 12 Years

TITLE: OWNER

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: AAHOA

TITLE: AMBASSADOR

DATES OF INVOLVEMENT: April 2015- April 2019

ORGANIZATION: Community Promotion Committee TITLE: Board Member

DATES OF INVOLVEMENT: 2013-2014

ORGANIZATION: Morro Bay TBID

TITLE: Board Member

DATES OF INVOLVEMENT: 2015-2016

For more information, contact Visit SLO CAL at 805-541-8000.