



# MINUTES

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## Visit SLO CAL Board of Directors Meeting

### Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, November 16, 2022

8:30am-10:30am

Hilton Garden Inn Pismo Beach, 601 James Way, Pismo Beach, CA, 93449

#### 1. CALL TO ORDER: Aaron Graves

**PRESENT:** Jed Bickel, Hamish Marshall, Britt Shuford, Clint Pearce, Aaron Graves, Mark Eads, Amar Sohi, Nipool Patel, Vic Popp

**ABSENT:** Sam Miller, Pragna Patel-Mueller, Toni LeGras-Price, Bryan Bonelli, Jim Hamilton, Amit Patel, Hemant Patel

**STAFF PRESENT:** Chuck Davison, Cathy Cartier, Emily Rudge

**Call to Order at 8:34am.**

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

##### ANNOUNCEMENTS

Thank you for your attendance at Luxury Forum, the Advisory Committee Meeting, and Destination Summit!

##### CONSENT AGENDA

**3. Approval of September 21, 2022 Board of Directors Meeting Minutes**

**4. Approval of September 2022 Visit SLO CAL Financials**

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

**Motion carried: 9:0**

##### CEO REPORT

Due to time constraints, additional CEO Report slides were shared via email in advance of the meeting and in the printed agenda packet. Davison shared the latest STR report, commenting that the numbers are pacing flat to above 2021, and although Adam Sacks sharing at Destination Summit that a recession is likely to happen in the first quarter of 2023, travel is remaining strong in SLO CAL. Davison shared positive feedback received from the Advisory Committee meeting on November 3 and provided a recap of the November 10 Destination Summit including positive feedback and stellar attendance numbers. Davison highlighted a future schedule conflict for the March Board of Directors meeting and shared his upcoming travel schedule.

Public Comment – None.

Board Discussion

## **BUSINESS ITEMS**

### **5. Luxury Forum Recap**

Davison highlighted the Luxury Forum and the positive feedback received, including how much depth it created with the SLO CAL Crafted partners as it helped them see the value in the program other than the videos we produce. Davison shared two recap videos and noted the mention of Luxury Forum in the Visit California newsletter which reaches 6,000 travel advisors and other trade contacts and a CEO email sent by Caroline Beteta to 18,000 industry professionals in California. Davison noted the total event cost totaled \$236,000, with Visit California funding \$125,000 and Visit SLO CAL funding \$111,000.

Public Comment – None.

Board Discussion

### **6. Cal Poly Endowment/Scholarship and EIM Lab**

Davison shared the opportunity to establish a Visit SLO CAL Endowment/Scholarship and EIM Lab sponsorship with Cal Poly, which Davison suggested would be funded by non-TMD funds. He noted this would be an investment in the future and there would be several options to consider when creating the endowment/scholarship including specific criteria such as must be an EIM major or come from an underprivileged background. Davison highlighted that the minimum requirement for an endowment is \$25,000 which would then use the 4% interest earned to put into a scholarship of \$1,000 a year. Davison noted that a contribution to the EIM lab would be a one-time gift of \$25,000 to establish Visit SLO CAL as a founding partner and can be paid in one sum or split over 5 years. Davison highlighted the Executive Committee's recommendation to establish a \$50,000 endowment, a \$5,000 annual EIM scholarship for 5 years, and establish a \$25,000 sponsorship as a founding partner of the EIM Lab.

Public Comment – None.

Board Discussion

**ACTION:** Moved by **N. Patel/Bickel** to approve the establishment of a \$50,000 Visit SLO CAL Endowment, an annual \$5,000 Visit SLO CAL scholarship for 5 years, and a \$25,000 contribution as a founding partner of the EIM Lab with Cal Poly and the EIM department, all using non-TMD funds.

**Motion carried: 9:0**

### **7. Community Engagement & Advocacy Update**

Davison highlighted recent advocacy efforts including support of the California Hospitality United Coalition, facilitation of a nexus study with Beacon Economics to determine the impact of vacation rentals on workforce housing, and CalTravel's recent meeting with Commissioner Lara on new fire insurance regulations. Davison shared the mid-term election results known thus far and highlighted the project plan for the Oceano Dunes SVRA Economic Impact and Mitigation Study, with stakeholder analysis occurring from October- December followed by Destination Stewardship Planning, with the final report expected in mid-April 2023. Davison provided an update on the Resident Sentiment Study project timeline which is due for

completion by May 2023, and shared exciting news regarding the launch of the SLO CAL Welcome Customer Service Training program, followed by a video to illustrate what the program is and how to navigate the website.

Public Comment – None.

Board Discussion.

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

Cartier shared an update on the recent Visit California campaign which featured two SLO CAL destinations, provided an update on the WTTC Content Partnership highlights and trailer video, and shared a reminder of areas of SLO CAL where more SLO CAL Crafted Partners are needed. Cartier announced the new annual approach to culinary features throughout the year in addition to restaurant month and shared the Ulloa Cellars SLO CAL Crafted video which was filmed entirely in Spanish with English subtitles. Cartier shared that Michelin Guide is adding 5 SLO CAL restaurants and shared a preview of the thumbnail sketches for the upcoming Monarch Butterfly Murals that will be painted in Arroyo Grande, Cambria and San Luis Obispo in December and January.

Public Comment – None

Board Discussion.

## **ANNOUNCEMENT OF CLOSED SESSION ITEM**

### **9. Internal Investigation**

Cartier and Rudge exited the room for closed session.

#### **CLOSED SESSION REPORT**

Graves stated that the Board motioned and unanimously agreed to grant the Executive Committee the ability to determine further action.

Davison noted the next Board of Directors meeting will take place on January 18, most likely in the new office.

#### **ADJOURNMENT**

Adjourned at 10:33am.