



# MINUTES

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## Visit SLO CAL Board of Directors Meeting

### Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, January 18, 2023

8:30am-10:30am

Courtyard by Marriott San Luis Obispo, 1605 Calle Joaquin, San Luis Obispo, CA, 93405

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

**PRESENT:** Mark Eads, Aaron Graves, Vic Popp, Pragna Patel- Mueller, Toni LeGras-Price, Britt Shuford, Bryan Bonelli, Hemant Patel, Amar Sohi, Jim Hamilton, Clint Pearce, Nipool Patel, Amit Patel, Hamish Marshall (A. Patel and Marshall arrived after call to order)

**ABSENT:** Sam Miller, Jed Bickel

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

**Call to Order at 8:33am.**

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

##### ANNOUNCEMENTS

Strategic Direction 2026 planning has begun; thank you to those who have participated so far, however Board representation and turn out has been disappointing. March and May Board of Directors meetings have been rescheduled due to schedule conflicts (March 29 and May 31).

##### CONSENT AGENDA

3. Approval of November 16, 2022 Board of Directors Meeting Minutes

4. Approval of October 2022 Visit SLO CAL Financials

5. Approval of November 2022 Visit SLO CAL Financials

6. Approval of December 2022 Visit SLO CAL Financials

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

**Motion carried: 14:0 (Marshall  
arrived after the motion to approve)**

##### 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: additional advocacy updates, a special report from Tourism Economics and a Luxury Forum post event report. Davison highlighted the STR report for the week of January 1, commenting that the market was fairly flat and it will

be interesting to see the most recent report to gauge how the winter storm effected the numbers. Davison shared the list of members on the Strategic Direction 2026 Planning Team which will include 4 in-person meetings in February (2/7, 2/22, 2/27, 2/28). Davison addressed the outstanding commitment to EDI Training which the Board agreed to as part of the 2020 EDI Plan, and opened the floor for discussion on availability, and asked if the Board still feels strongly committed to participating in the training as it is a large financial expense and a big time commitment; based on the lack of engagement for SD 2026 participation, is this training a realistic timeline to commit to? The board shared their difficulties with staffing shortages, illness, and the rainy weather. They voiced their support for the training but thought that a Spring timeline would be better for them. Davison provided a staffing update, highlighting that a VP of Admin candidate will be in market for interviews on January 19. Davison shared an update on the Resident Sentiment Survey, noting that 415 surveys have been completed as of January 16, with the project to be completed in May. Davison shared a SLO CAL Welcome update, announcing that there are 254 certified participants and 81 registered businesses, and the Spanish version went live on January 9. Davison highlighted the finalization of the Cal Poly Endowment Scholarship which includes a \$25,000 EIM Lab Endowment, a \$50,000 EIM Endowment Scholarship, and a scholarship of \$5,000 per year for 5 years which will now be run by Visit SLO CAL allowing the organization additional engagement including leading the selection process. Davison highlighted that the student must have a clear financial need, maintain a 3.0 GPA, be originally from San Luis Obispo County, and be an EIM major. Davison shared his upcoming travel schedule.

Public Comment – None.

Board Discussion

## **BUSINESS ITEMS**

### **5. Beacon Economics Short-Term Rental Nexus Study**

Davison shared the details of the proposal from Beacon Economics on the Short-Term Rental Nexus Study, reminding the Board that this was approved in January of 2020 but never executed based on the request from the County during the TMD renewal. Davison reminded the Board that Beacon performs economic research and policy analysis and is highly trusted by the County. Davison shared a reminder that the purpose of the study is to determine what relationship and impact vacation rentals may have, if any, on the workforce housing supply in the County broken down across 21 different communities. The project is due for completion on June 30 and proposed to cost \$70,000.

Public Comment – None.

Board Discussion

**ACTION:** Moved by **N. Patel/Marshall** to authorize the President & CEO to finalize the contract for the Beacon Economics STR/Workforce Housing Nexus Study proposal as motioned by the Executive Committee.

**Motion carried: 14:0:1**  
**Shuford abstained**

### **6. FY2022/23 Mid-Year Budget Reforecast**

Davison provided a high-level overview of the FY2022-23 Mid-Year Budget Reforecast, highlighting the changes in revenue, expenses, net impact, and a review of each department's budget changes.

Public Comment – None.

Board Discussion

**ACTION:** Moved by A. Patel/LeGras-Price to approve the proposed FY2022/23 Mid-Year Budget Reforecast as motioned by the Executive Committee.

**Motion carried: 15:0**

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

Cartier provided an update on the marketing team's recent efforts, highlighting the upcoming SLO CAL Open, the upcoming International PR/Trade RFP Presentations, the team's crisis communication efforts across all platforms during the recent winter storms throughout the County. Cartier announced the progress of the WTTC "Sustainable SLO CAL" campaign and shared a recent video that WTTC produced. Cartier shared an update on the Mural Trail, noting the completion of the Cambria mural and the schedule for the San Luis Obispo and Arroyo Grande painting dates. Cartier highlighted the recent partnership with Dylan Efron which featured his 3-part "Home County" series on YouTube and cross promotion on social media. Gonzalez shared a recap of the recent CalSAE Seasonal Spectacular, highlighting 9 one-on-one appointments, 87 new contacts, 6 new RFP's.

Public Comment – None

Board Discussion.

## **ANNOUNCEMENT OF CLOSED SESSION ITEM**

## **8. Internal Investigation**

Cartier, Gonzalez and Rudge exited the room for closed session.

## **CLOSED SESSION REPORT**

**ACTION:** Moved by N. Patel/Marshall to reimburse Davison for his personal legal expenses during the recent internal investigation.

**Motion carried: 15:0**

Davison noted the dates of the 4 upcoming Strategic Direction 2026 Planning Group meetings and the next Board of Directors meeting will take place on March 29 at the new office.

## **ADJOURNMENT**

Adjourned at 10:45am.