



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Friday, May 15, 2020

11:30am-1:30pm

Video Conference – URL: <https://us02web.zoom.us/j/83960032812> Meeting ID: 839 6003 2812

Call-In Phone Number: (669) 900-6388

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – motion required	C. Davison
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3. Approval of April 13, 2020 Executive Committee Meeting Minutes
4. Approval of March and April Visit SLO CAL Financials
5. Ratification of John Conner as San Luis Obispo's Appointed Board Member
6. Approval of Resolution to Increase Line of Credit

Staff will request Committee approval of the April 13, 2020 Executive Committee Meeting Minutes, the March and April Visit SLO CAL Financials, the ratification of the appointment of John Conner to the Visit SLO CAL Board and the ability to increase Visit SLO CAL's line of credit amount from \$250,000 to \$500,000 in response to the COVID-19 crisis.

CEO REPORT	C. Davison
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7. 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
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8. COVID-19 Impact & Response Update (30 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 response efforts.
9. Approval of Strategic Direction 2023 (20 min) – motion required
Staff will present Strategic Direction 2023 and will request a recommendation for Board approval.
10. FY2020/21 Budget Planning Update (15 min)
Staff will provide an update on the FY2020/21 Budget Planning process and TMD revenue projections based on the forecasted data.
11. Board Member Selection Process (15 min) – motion required
Staff will provide an update on the Board Member selection process, and will request that the Committee recommend a slate of candidates for the Board's approval in advance of the Annual Board of Directors meeting in June.
12. Executive Committee Seats (10 min) – motion required
The Committee will discuss the FY2019/20 Executive Committee seats, and staff will request a recommendation for Board approval in advance of the Annual Board of Directors meeting in June.

13. CEO Annual Review (20 min) – *motion required*

The Committee will discuss the President & CEO's annual review and bonus and will consider a recommendation for Board approval.

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 Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

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 Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, April 13, 2020

11:30am-1:30pm

Video Conference – URL: <https://zoom.us/j/703046390> | Meeting ID: 703 046 390

Call-In Phone Number: (669) 900-6388

1. CALL TO ORDER: Clint Pearce

PRESENT: Mark Eads, Aaron Graves, Jay Jamison, Hemant Patel, Clint Pearce

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:32am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of March 9, 2020 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion.

ACTION: Moved by Jamison/Graves to approve the Consent Agenda as presented.

Motion carried: 4:0

CEO REPORT

4. CEO Report

Based on the current state of business, Davison proposed moving the Annual Board of Directors Meeting to June 17, 2020, allowing more time to plan and have a better sense of the recovery timeline for COVID-19. He outlined the agenda items and asked the Committee if they would like to hold the previously scheduled May Board of Directors Meeting as well, or postpone the May meeting to June.

Public Comment – None.

Committee Discussion. The Committee asked that Visit SLO CAL hold both the meeting on May 20, 2020 and the Annual Board Meeting on June 17, 2020.

BUSINESS ITEMS

5. COVID-19 Impact & Response Update

Davison provided an update on the impact of COVID-19 to the SLO CAL tourism industry, including reductions in air service and key takeaways from weekly lodging property call-arounds, along with national projections on hotel room revenue decreases, and new polling on when people will resume leisure activities post-pandemic. He noted that Federal Reserve Chairman Jerome Powell has discussed the re-opening of the economy, but expects that to occur after June 2019. Davison also outlined Visit SLO CAL's operational response thus far to the impact of COVID-19. Based on occupancy projections from STR and baseline operating expenses needed to facilitate business through December, staff developed a Cash Flow Projection sheet to determine cash flow. Davison noted that Visit SLO CAL has reduced its programs budget through June by \$859k, eliminated five positions, and implemented a mandatory 20 percent temporary reduction in pay for remaining staff, with some minor exceptions for a couple mid- and front-line team members who must remain above certain state thresholds. He provided an update on changes to major agency contracts, and noted that Visit SLO CAL is working with legal on new language for contracts going forward. Visit SLO CAL has applied for a \$2M Economic Injury Disaster Loan (EIDL) through the SBA to be eligible for the \$10k forgivable grant, approved by Visit SLO CAL's Chair, but would not pursue a loan over \$25k since that would require a personal guarantor. Likewise, Visit SLO CAL has requested an increase to its line of credit (LOC) from \$250k to \$1M. It is likely that an increase to \$500k instead will be approved, since income is tied to lodging revenue, which is severely impacted by COVID-19. Visit SLO CAL's controller is recommending the organization take advantage of the Employee Retention Tax Credit, but has noted that the FICA deferral component of the CARES Act is probably not worth the trouble, based on the organization's cash flow projections. Davison reviewed Visit SLO CAL's contingency reserves (invested in laddered CDs), which are valued at more than \$957k. Visit SLO CAL is now receiving WARN notices from the Workforce Development Board on the number of furloughs and layoffs in 100+ employee companies, and noted that staff continues to conduct weekly call-arounds to gauge the overall impact of COVID-19 on the lodging community. Davison outlined Visit SLO CAL's response efforts as an industry resource, including weekly calls with local DMOs and wine associations, regular updates to SLOCAL.com's COVID-19 industry resource page and consumer facing page, and weekly communications to the local industry with important recovery information. Davison noted that several communities that have opted to defer penalties and interest on late February and March TOT payments, but noted that TMD and TBID payments are required in all communities. He noted Visit SLO CAL's advocacy efforts, and that the organization is working with the County and other coalition partners to support development of a website (RecoverCentralCoast.org) that provides the most relevant information and resources for local employers and the workforce. The website features Visit SLO CAL's COVID-19 page as the resource for the tourism industry. Davison outlined the consumer, trade, media and resident-focused activations that Visit SLO CAL is working on over the next 30 days in preparation for when the destination opens back up. Davison played Visit California (VCA)'s new video on social media that features Sensorio (Paso Robles). Staff worked with VCA's agency the previous week to get the necessary licensing for Sensorio to be included in the spot. Davison asked the Committee if they had any additional feedback on the organization's response efforts to-date. He also noted that Visit SLO CAL and other partners have been encouraging the county to develop a re-opening plan so that the industry can know what this might look like in advance.

Public Comment – None.

Committee Discussion. The Committee agreed with taking advantage of the Employee Retention Tax Credit. Eads noted that a forecast would be a helpful resource. Davison responded that many DMOs, including Visit SLO CAL, have asked VCA to consider commissioning a California forecast. Pearce noted that his focus has been on the future, and when they can move the needle again.

6. Strategic Direction 2023 Planning Update

On March 31 and April 3, 2020, Coraggio facilitated Work Sessions 1 and 2 with Strategic Planning Team (SPT). Davison reviewed the progress that the SPT made during those sessions and the current draft updates. During an Investor & Partner Feedback Session, following Work Session 2, more than 29 attendees called in to provide feedback and help inform

Strategic Direction 2023, including lodging investors, city officials, and DMO, chamber and wine association partners. Davison outlined next steps, including Work Sessions 3 and 4, happening on April 22 and 23, 2020, respectively, and noted that a second Feedback Session will occur on April 22, 2020 from 4:30pm-5:30pm as a final opportunity for the industry to provide feedback before the presentation to the Board. The final draft plan will be presented to the Board for review and approval at the May 20, 2020 Board Meeting. Davison requested feedback from the Committee on the plan thus far.

Public Comment – None.

Committee Discussion. The Committee agreed with the changes made thus far and the overall direction of Strategic Direction 2023.

7. Board Member Selection Process

Davison reviewed the status of appointed and elected seats on the Visit SLO CAL Board of Directors. The SLOTBID Board appointed John Conner, owner of Petit Soleil, to represent the City of San Luis Obispo, replacing Nipool Patel's appointed seat on the Board. The Morro Bay seat, held by Hemant Patel; the Atascadero seat, held by Amar Sohi; and the County-appointed seat, held by Jim Hamilton all require renewal. Davison is working with the respective government officials on this process. Aaron Grave's at-large seat is up for election at the end of the fiscal year, along with four new at-large seats. Visit SLO CAL has received one Board application to-date, from Nipool Patel, and has extended the Board Application deadline to April 30, 2020 based on the current crisis. Davison noted that the four new at-large Board seats do not all need to be filled at once if there are not acceptable candidates.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Adjourned at 1:04 pm.

San Luis Obispo County
Visitors & Conference Bureau
2019-2020 Financial Summary - March

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 640	\$ 850	\$ (210)	75%	0.18%	\$ 7,729	\$ 9,525	\$ (1,796)	81%	0.23%
Co-op Revenue	\$ -	\$ 3,000	\$ (3,000)	0%	0.00%	\$ 39,555	\$ 59,500	\$ (19,945)	66%	1.19%
Interest Income	\$ 3,073	\$ 1,920	\$ 1,153	160%	0.87%	\$ 22,869	\$ 16,025	\$ 6,843	143%	0.69%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	100%	0.00%	\$ 2,188	\$ 20,000	\$ (17,813)	11%	0.07%
SLO County Unincorporated	\$ 88,094	\$ 88,094	\$ -	100%	24.94%	\$ 934,260	\$ 934,260	\$ -	100%	28.05%
SLO City	\$ 68,013	\$ 68,013	\$ -	100%	19.25%	\$ 596,066	\$ 596,066	\$ -	100%	17.90%
Pismo Beach	\$ 77,891	\$ 77,891	\$ -	100%	22.05%	\$ 769,636	\$ 769,636	\$ -	100%	23.11%
Morro Bay	\$ 20,554	\$ 20,554	\$ -	100%	5.82%	\$ 259,383	\$ 259,383	\$ -	100%	7.79%
Paso Robles	\$ 49,412	\$ 49,412	\$ -	100%	13.99%	\$ 452,276	\$ 452,276	\$ -	100%	13.58%
Arroyo Grande	\$ 8,854	\$ 8,854	\$ -	100%	2.51%	\$ 77,390	\$ 77,390	\$ -	100%	2.32%
Atascadero **	\$ 24,414	\$ 24,414	\$ -	100%	6.91%	\$ 99,100	\$ 99,100	\$ -	100%	2.98%
Grover Beach	\$ 2,547	\$ 2,547	\$ -	100%	0.72%	\$ 29,295	\$ 29,295	\$ -	100%	0.88%
Adjustment for Actual TMD Collected	\$ 9,759	\$ -	\$ 9,759	100%	2.76%	\$ 40,828	\$ 15,000	\$ 25,828	272%	1.23%
Total TMD Income	\$ 349,538	\$ 339,779	\$ 9,759			\$ 3,260,422	\$ 3,252,406	\$ 8,016		
Total Income	\$ 353,251	\$ 345,549	\$ 7,702	102%	100.00%	\$ 3,330,575	\$ 3,337,456	\$ (6,881)	100%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 17,509	\$ 17,031	\$ 477	103%	5.46%	\$ 163,408	\$ 163,003	\$ 405	100%	4.84%
G&A	\$ 26,929	\$ 30,961	\$ (4,032)	87%	8.39%	\$ 216,003	\$ 244,274	\$ (28,271)	88%	6.39%
Industry Research and Resources	\$ 28,576	\$ 28,015	\$ 561	102%	8.90%	\$ 222,319	\$ 289,390	\$ (67,070)	77%	6.58%
Travel Trade	\$ 22,051	\$ 49,864	\$ (27,813)	44%	6.87%	\$ 217,605	\$ 264,066	\$ (46,461)	82%	6.44%
Communications	\$ 26,584	\$ 30,502	\$ (3,918)	87%	8.28%	\$ 229,588	\$ 267,893	\$ (38,305)	86%	6.79%
Advertising	\$ 146,881	\$ 290,419	\$ (143,539)	51%	45.77%	\$ 1,761,877	\$ 1,869,035	\$ (107,158)	94%	52.14%
Promotions	\$ 1,959	\$ 2,055	\$ (96)	95%	0.61%	\$ 28,505	\$ 30,543	\$ (2,038)	93%	0.84%
Events	\$ 8,966	\$ 69,505	\$ (60,539)	13%	2.79%	\$ 132,546	\$ 181,986	\$ (49,440)	73%	3.92%
Digital Marketing	\$ 20,128	\$ 31,367	\$ (11,239)	64%	6.27%	\$ 209,086	\$ 248,916	\$ (39,829)	84%	6.19%
Film Commission	\$ 4,380	\$ 8,196	\$ (3,816)	53%	1.36%	\$ 15,101	\$ 36,926	\$ (21,825)	41%	0.45%
Engagement & Advocacy	\$ 16,969	\$ 28,872	\$ (11,902)	59%	5.29%	\$ 183,188	\$ 254,694	\$ (71,507)	72%	5.42%
Total Expenses	\$ 320,932	\$ 586,787	\$ (265,855)	55%	100.00%	\$ 3,379,227	\$ 3,850,726	\$ (471,499)	88%	100.00%
Surplus(Deficit)	\$ 32,318	\$ (241,238)	\$ 273,557	-13%		\$ (48,652)	\$ (513,270)	\$ 464,618	9%	

Cash Flow		
Surplus (Deficit)	\$ 32,318	\$ (48,652)
Beginning Cash Balance	\$ 1,955,410	\$ 1,589,714
Change in Accounts Receivable	\$ (48,836)	\$ 266,279
Change in Accrued Expenses	\$ (112,804)	\$ 92,013
Change in Prepaid Expenses	\$ 6,903	\$ (99,192)
Change in Accounts Payable	\$ 162	\$ (112,907)
Change in Reserve Contingency	\$ 17,509	\$ 163,408
Ending Cash Balance	\$ 1,850,663	\$ 1,850,663
Contingency Reserve - 5% of Cumulative Revenue	\$ (952,837)	\$ (952,837)
Liability on Balance Sheet		
Net Available Cash	\$ 897,826	\$ 897,826

Notes:

- \$32k surplus for March (\$274k larger surplus than budgeted). \$49k deficit year-to-date (\$465k smaller deficit than budgeted).

- All TMD amounts accrued through January have been collected.

- Monies received from partners to help fund initiatives (co-op) are now being recorded as Income, versus a credit to Expenses as they have been recorded in the past.

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of March 31, 2020

	Mar 31, 20	Mar 31, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	631,455.41	1,326,749.56	-695,294.15	-52.4%
1020 · Bank of the Sierra - Membership	261,642.21	226,718.18	34,924.03	15.4%
1030 · Morgan Stanley - TMD	851,061.19	627,965.78	223,095.41	35.5%
1040 · Morgan Stanley - Membership	106,504.34	102,857.70	3,646.64	3.6%
Total Checking/Savings	1,850,663.15	2,284,291.22	-433,628.07	-19.0%
Accounts Receivable				
1200 · Accounts Receivable	644,411.48	653,146.00	-8,734.52	-1.3%
Total Accounts Receivable	644,411.48	653,146.00	-8,734.52	-1.3%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	367.00	377.40	102.8%
1350 · Prepaid Expenses	153,617.81	135,451.43	18,166.38	13.4%
1330 · Employee Advances	7.26	0.00	7.26	100.0%
Total Other Current Assets	158,739.42	140,188.38	18,551.04	13.2%
Total Current Assets	2,653,814.05	3,077,625.60	-423,811.55	-13.8%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	31,747.44	31,747.44	0.00	0.0%
1410 · Furniture & Fixtures	102,213.07	102,213.07	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	225,214.76	225,214.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-17,156.17	-17,156.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-10,765.00	-10,765.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-2,987.00	-2,987.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-15,556.00	-15,556.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-46,464.17	-46,464.17	0.00	0.0%
Total Fixed Assets	178,750.59	178,750.59	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%

7:23 PM

04/14/20

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of March 31, 2020

	Mar 31, 20	Mar 31, 19	\$ Change	% Change
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	2,848,314.64	3,272,126.19	-423,811.55	-13.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	240,948.37	305,508.56	-64,560.19	-21.1%
Total Accounts Payable	240,948.37	305,508.56	-64,560.19	-21.1%
Credit Cards				
2060 · American Express Credit Card	6,878.79	223.18	6,655.61	2,982.2%
Total Credit Cards	6,878.79	223.18	6,655.61	2,982.2%
Other Current Liabilities				
2070 · Accrued Liabilities	88,584.03	252,282.87	-163,698.84	-64.9%
2010 · Deferred Revenue	5,120.00	44,920.00	-39,800.00	-88.6%
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	-1,657.75	-507.26	-1,150.49	-226.8%
Total 2100 · Payroll Liabilities	-1,657.75	-507.26	-1,150.49	-226.8%
Total Other Current Liabilities	92,046.28	296,695.61	-204,649.33	-69.0%
Total Current Liabilities	339,873.44	602,427.35	-262,553.91	-43.6%
Total Liabilities	339,873.44	602,427.35	-262,553.91	-43.6%
Equity				
3120 · Reserved Earnings	952,837.39	729,437.26	223,400.13	30.6%
3130 · Retained Earnings	1,604,255.37	1,522,038.79	82,216.58	5.4%
Net Income	-48,651.56	418,222.79	-466,874.35	-111.6%
Total Equity	2,508,441.20	2,669,698.84	-161,257.64	-6.0%
TOTAL LIABILITIES & EQUITY	2,848,314.64	3,272,126.19	-423,811.55	-13.0%

San Luis Obispo County
Visitors & Conference Bureau
2019-2020 Financial Summary - April

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 201	\$ 850	\$ (649)	24%	0.25%	\$ 7,930	\$ 10,375	\$ (2,445)	76%	0.23%
Co-op Revenue	\$ -	\$ 500	\$ (500)	0%	0.00%	\$ 39,555	\$ 60,000	\$ (20,445)	66%	1.16%
Interest Income	\$ 9,933	\$ 1,920	\$ 8,013	517%	12.12%	\$ 32,801	\$ 17,945	\$ 14,856	183%	0.96%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	100%	0.00%	\$ 2,188	\$ 20,000	\$ (17,813)	11%	0.06%
SLO County Unincorporated	\$ 18,232	\$ 85,390	\$ (67,158)	21%	22.25%	\$ 952,492	\$ 1,019,650	\$ (67,158)	93%	27.91%
SLO City	\$ 15,601	\$ 73,067	\$ (57,466)	21%	19.03%	\$ 611,667	\$ 669,134	\$ (57,466)	91%	17.92%
Pismo Beach	\$ 18,358	\$ 85,980	\$ (67,622)	21%	22.40%	\$ 787,994	\$ 855,616	\$ (67,622)	92%	23.09%
Morro Bay	\$ 5,592	\$ 26,192	\$ (20,600)	21%	6.82%	\$ 264,975	\$ 285,575	\$ (20,600)	93%	7.76%
Paso Robles	\$ 12,323	\$ 57,716	\$ (45,393)	21%	15.04%	\$ 464,599	\$ 509,992	\$ (45,393)	91%	13.61%
Arroyo Grande	\$ 1,810	\$ 8,479	\$ (6,669)	21%	2.21%	\$ 79,201	\$ 85,869	\$ (6,669)	92%	2.32%
Atascadero **	\$ -	\$ -	\$ -	100%	0.00%	\$ 99,100	\$ 99,100	\$ -	100%	2.90%
Grover Beach	\$ 637	\$ 2,983	\$ (2,346)	21%	0.78%	\$ 29,931	\$ 32,277	\$ (2,346)	93%	0.88%
Adjustment for Actual TMD Collected	\$ (729)	\$ -	\$ (729)	100%	-0.89%	\$ 40,099	\$ 15,000	\$ 25,099	267%	1.18%
Total TMD Income	\$ 71,824	\$ 339,808	\$ (267,983)			\$ 3,332,246	\$ 3,592,214	\$ (259,967)		
Total Income	\$ 81,959	\$ 343,078	\$ (261,119)	24%	100.00%	\$ 3,412,534	\$ 3,680,534	\$ (268,000)	93%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 3,601	\$ 17,033	\$ (13,432)	21%	1.99%	\$ 167,009	\$ 180,036	\$ (13,027)	93%	4.69%
G&A	\$ 14,350	\$ 29,666	\$ (15,316)	48%	7.91%	\$ 230,353	\$ 273,940	\$ (43,586)	84%	6.47%
Industry Research and Resources	\$ 19,527	\$ 32,676	\$ (13,150)	60%	10.76%	\$ 241,846	\$ 322,066	\$ (80,220)	75%	6.79%
Travel Trade	\$ 35,108	\$ 31,484	\$ 3,624	112%	19.35%	\$ 252,713	\$ 295,550	\$ (42,837)	86%	7.10%
Communications	\$ 2,576	\$ 46,027	\$ (43,452)	6%	1.42%	\$ 232,164	\$ 313,921	\$ (81,756)	74%	6.52%
Advertising	\$ 71,838	\$ 281,299	\$ (209,462)	26%	39.60%	\$ 1,833,715	\$ 2,150,334	\$ (316,619)	85%	51.50%
Promotions	\$ 1,940	\$ 2,055	\$ (115)	94%	1.07%	\$ 30,445	\$ 32,598	\$ (2,153)	93%	0.86%
Events	\$ 1,892	\$ 4,505	\$ (2,613)	42%	1.04%	\$ 134,439	\$ 186,491	\$ (52,053)	72%	3.78%
Digital Marketing	\$ 15,767	\$ 32,440	\$ (16,674)	49%	8.69%	\$ 224,853	\$ 281,356	\$ (56,503)	80%	6.31%
Film Commission	\$ 200	\$ 3,736	\$ (3,536)	5%	0.11%	\$ 15,301	\$ 40,662	\$ (25,361)	38%	0.43%
Engagement & Advocacy	\$ 14,612	\$ 35,642	\$ (21,030)	41%	8.05%	\$ 197,800	\$ 290,336	\$ (92,536)	68%	5.56%
Total Expenses	\$ 181,410	\$ 516,563	\$ (335,153)	35%	100.00%	\$ 3,560,637	\$ 4,367,288	\$ (806,652)	82%	100.00%
Surplus(Deficit)	\$ (99,451)	\$ (173,485)	\$ 74,034	57%		\$ (148,103)	\$ (686,755)	\$ 538,652	22%	

Cash Flow		
Surplus (Deficit)	\$ (99,451)	\$ (148,103)
Beginning Cash Balance	\$ 1,850,663	\$ 1,589,714
Change in Accounts Receivable	\$ 151,395	\$ 417,673
Change in Accrued Expenses	\$ (89,386)	\$ 2,627
Change in Prepaid Expenses	\$ 22,873	\$ (76,320)
Change in Accounts Payable	\$ (116,847)	\$ (229,754)
Change in Reserve Contingency	\$ 3,601	\$ 167,009
Ending Cash Balance	\$ 1,722,847	\$ 1,722,847
Contingency Reserve - 5% of Cumulative Revenue	\$ (956,439)	\$ (956,439)
Liability on Balance Sheet		
Net Available Cash	\$ 766,408	\$ 766,408

Notes:	
- \$99k deficit for April (\$74k smaller deficit than budgeted). \$148k deficit year-to-date (\$539k smaller deficit than budgeted).	
- All TMD amounts accrued through February have been collected, with the exception of City of SLO and Morro Bay.	
- April TMD revenue has been revised downward from budgeted amounts to reflect revised COVID-crisis estimated occupancy rates (74% originally budgeted; 16% revised estimate).	

2:00 PM

05/11/20

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	499,789.86	1,049,692.70	-549,902.84	-52.4%
1020 · Bank of the Sierra - Membership	255,558.53	216,973.74	38,584.79	17.8%
1030 · Morgan Stanley - TMD	860,763.26	629,809.96	230,953.30	36.7%
1040 · Morgan Stanley - Membership	106,735.22	103,091.70	3,643.52	3.5%
Total Checking/Savings	1,722,846.87	1,999,568.10	-276,721.23	-13.8%
Accounts Receivable				
1200 · Accounts Receivable	493,016.79	688,801.99	-195,785.20	-28.4%
Total Accounts Receivable	493,016.79	688,801.99	-195,785.20	-28.4%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	367.00	377.40	102.8%
1350 · Prepaid Expenses	130,745.24	200,039.09	-69,293.85	-34.6%
1330 · Employee Advances	7.26	7.26	0.00	0.0%
Total Other Current Assets	135,866.85	204,783.30	-68,916.45	-33.7%
Total Current Assets	2,351,730.51	2,893,153.39	-541,422.88	-18.7%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	31,747.44	31,747.44	0.00	0.0%
1410 · Furniture & Fixtures	102,213.07	102,213.07	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	225,214.76	225,214.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-17,156.17	-17,156.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-10,765.00	-10,765.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-2,987.00	-2,987.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-15,556.00	-15,556.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-46,464.17	-46,464.17	0.00	0.0%
Total Fixed Assets	178,750.59	178,750.59	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	2,546,231.10	3,087,653.98	-541,422.88	-17.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	136,071.99	302,472.81	-166,400.82	-55.0%
Total Accounts Payable	136,071.99	302,472.81	-166,400.82	-55.0%
Credit Cards				
2060 · American Express Credit Card	-5,092.16	-870.36	-4,221.80	-485.1%
Total Credit Cards	-5,092.16	-870.36	-4,221.80	-485.1%
Other Current Liabilities				
2070 · Accrued Liabilities	4,300.00	367,472.44	-363,172.44	-98.8%
2010 · Deferred Revenue	0.00	38,920.00	-38,920.00	-100.0%
2100 · Payroll Liabilities				
2115 · Company ETT Payable	3.23	0.00	3.23	100.0%
2125 · Company FUTA Payable	19.32	0.00	19.32	100.0%
2135 · Company SUI Payable	157.72	0.00	157.72	100.0%
2160 · Health Insurance Withheld	-1,820.04	-507.23	-1,312.81	-258.8%
Total 2100 · Payroll Liabilities	-1,639.77	-507.23	-1,132.54	-223.3%
Total Other Current Liabilities	2,660.23	405,885.21	-403,224.98	-99.3%
Total Current Liabilities	133,640.06	707,487.66	-573,847.60	-81.1%

2:00 PM

05/11/20

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change
Total Liabilities	133,640.06	707,487.66	-573,847.60	-81.1%
Equity				
3120 · Reserved Earnings	956,438.68	744,488.96	211,949.72	28.5%
3130 · Retained Earnings	1,604,255.37	1,522,038.79	82,216.58	5.4%
Net Income	-148,103.01	113,638.57	-261,741.58	-230.3%
Total Equity	2,412,591.04	2,380,166.32	32,424.72	1.4%
TOTAL LIABILITIES & EQUITY	2,546,231.10	3,087,653.98	-541,422.88	-17.5%



May 5, 2020

Board of Trustees
California State University
c/o Office of the Chancellor
401 Golden Shore
Long Beach CA 90802

Re: Cal Poly SLO Master Plan

Members of the CSU Board of Trustees,

I am writing on behalf of Visit SLO CAL, the countywide destination marketing and management organization for San Luis Obispo County (SLO CAL) to encourage you to approve the draft Master Plan for Cal Poly, San Luis Obispo. The Master Plan, which outlines the development of Cal Poly's physical facilities through 2035, strikes the right balance among the interests of the various stakeholders including the Travel & Tourism industry. It will be good for the CSU system and the people of California, good for Cal Poly and its students, and good for the entire Central Coast region.

Visit SLO CAL is the primary organization responsible for promoting the county, enhancing our public image as an excellent place to live and work and attracting additional air service to our regional airport. In recent years, Cal Poly has also gone out of its way to be a good partner, neighbor and a leader in supporting our work through data, collaboration and the convening of our region's top leaders to support economic development.

The Master Plan before you for consideration continues these practices in several ways: first, by focusing on building more student housing on campus. The plan ensures that Cal Poly will continue its long-term trend of reducing its impact on the local housing market (even as enrollment has grown) by housing a larger share of its students on campus. Second, the Master Plan's focus on sustainability will mean that Cal Poly will continue to reduce its per capita impact on the region's electricity, water, and waste water resources. Third, although having more students on campus will probably increase vehicle traffic at some times and at some intersections near the campus, it seems likely to reduce the traffic impact overall, if only for the self-evident reason that there will be so many fewer students commuting to and from campus each day.



All three of these factors--reduced pressure on local housing, reduced impact on resources and services, and reduced traffic impact--are important to enhancing quality of life for our residents and enhancing the experience of our visitors, which are the top two priorities of Visit SLO CAL. They also all point to the win-win future that the Master Plan aims at: a top-notch university producing highly qualified employees, which is a tremendous positive for our area, while simultaneously reducing three of the primary drawbacks of having a large university in a relatively small community.

From the perspective of Visit SLO CAL, the draft Master Plan is yet another excellent example of why our community is so fortunate to have Cal Poly in it. I urge you to approve it.

Thank you for taking the time to consider my input.

All the best,

A handwritten signature in black ink, reading "Chuck Davison".

Chuck Davison, CDME
President & CEO
Visit SLO CAL

STRATEGIC DIRECTION 2023

VISION

A vibrant and prosperous SLO CAL, fueled by a collaborative and flourishing tourism industry

MISSION

Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for SLO CAL

VALUES

Stewardship: We are mindful of our resources and seek to enhance the SLO CAL lifestyle

Authenticity: We are attuned to our own well-being and strive to bring the SLO CAL brand to life

Inclusion: We engage and collaborate with an array of voices and perspectives

Drive: We bring enthusiasm to our work and prioritize initiatives to achieve results

Future Focus: We deliver today with an innovative eye on tomorrow

REPUTATION

Visionary
Strategic
Collaborative
Creative
Responsive
Essential

POSITION

To best support SLO CAL's tourism economy, Visit SLO CAL provides:

- Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities
- A long-term, collaborative and holistic roadmap that enables success for our community
- High-quality and high-impact marketing and sales initiatives tailored to reach regional, national and international target markets
- Leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors

IMPERATIVES

Enhance our organizational capacity and culture

OBJECTIVES

- Increase mean Employee Engagement score to 3.85
- Return ratio of administrative cost to economic impact to 2019 level or higher
- Increase Team Net Promoter score to 11 or higher, and maintain
- Increase Whole Systems mean score on "Systems and Processes" and "Capabilities and Talent" sections to 3.25

INITIATIVES

- Assess and refine interdepartmental communication and processes
- Develop and enable our team
- Foster an engaged and focused team culture

Amplify and steward the SLO CAL brand through unified efforts

- Increase SLO CAL brand awareness year-over-year, as measured by advertising effectiveness and ROI (Return on Investment) study
- Increase length of stay by .2 days over 2019, as measured by Arrivalist
- Increase cross-visitation to 20% of visitors, as measured by Arrivalist
- Grow mean MPV (Marketing Partnership Value) score by 5%

- Execute a "house of brands" strategy that honors the experiences of our individual destinations
- Increase share of voice and intent to travel through targeted media strategies
- Target and nurture marketing partnerships that increase our brand awareness

Lead the county tourism industry in a collaborative resilience planning effort

- Restore visitor volume with growth 5% or more above competitive set, per Visit California numbers
- Restore total air service to 80% of 2019 baseline or higher
- Outperform California tourism recovery by 5%, per Dean Runyan Economic Impact Report

- Define and activate pathways to accelerate recovery for our tourism industry
- Develop mechanisms to quickly gather, report and leverage crisis-related data
- Foster long-term resilience for our tourism industry

Demonstrate value to investors, partners, stakeholders and communities

- Foster balanced year-over-year growth of engagement in Visit SLO CAL opportunities
- Increase investor/partner/stakeholder Net Promoter Score by 5% year-over-year
- Advance year-over-year growth in earned media value of local media coverage over 2019 baseline
- Maintain community acceptance of tourism survey score at or above 2018 baseline

- Build local awareness of Visit SLO CAL and its positive impacts
- Increase opportunities for engagement with our investors, partners and stakeholders
- Innovate in development of data resources for our tourism community
- Advance advocacy efforts to promote the value of tourism

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

Kevan Douglas Beall

2710 Meadow St. San Luis Obispo, CA 93401
kbeall@prgim.com c: (805) 550-6445

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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: Kevan Beall

COMPANY: PRG Hospitality Group

ADDRESS: 6180 Moonstone Beach Dr. Cambria CA 93428

PHONE: (805) 550-6445

EMAIL: kbeall@prgim.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 7

BACKGROUND EXPERIENCE:

Bachelor of the Arts Degree Recreation Administration Hospitality & Tourism, hotel work experience in Chile/Argentina/Bolivia/Peru/Ecuador, 5+ years Hotel General Manager experience, currently Central Coast Regional Director for PRG Hospitality Group overseeing Cambria Beach Lodge and White Water in Cambria, as well as San Luis Creek Lodge in Cambria

Employment History

CURRENT EMPLOYER: PRG Hospitality

YRS OF SERVICE: 3

TITLE: Central Coast Regional Director

PAST EMPLOYER: Breck Grand Vacations

YRS OF SERVICE: 3

POSITION: General Manager, Assistant General Manager

Community/Board Involvement

ORGANIZATION: N/A

TITLE:

DATES OF INVOLVEMENT: No previous Board 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: Tova Celine Chesmin
COMPANY: Inn PARADISO
ADDRESS: 975 MOJAVE LN Paso Robles, CA 93446
PHONE: 805-235-2706 EMAIL: info@innparadiso.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 1.5 tovaceline@gmail.com
BACKGROUND EXPERIENCE:
Design + Manufacturing clothing + Restaurant operations

Employment History

CURRENT EMPLOYER: Inn Paradiso YRS OF SERVICE: 1.5

TITLE: MANAGER

PAST EMPLOYER: Self Employed YRS OF SERVICE: 38

POSITION: Owner

Community/Board Involvement

ORGANIZATION: Ø

TITLE:

DATES OF INVOLVEMENT:

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Aaron S. Graves

COMPANY: Chateau Hospitality

ADDRESS: PO Box 2299 Paso Robles, CA 93447

PHONE: 805.704.0334

EMAIL: Aaron@GravesInvestments.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 15+

BACKGROUND EXPERIENCE:
See Resume

Employment History

CURRENT EMPLOYER: See Resume

YRS OF SERVICE:

TITLE:

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: See Resume

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.

AARON GRAVES

- + ADDRESS: 1232 Park St. Suite 200 Paso Robles, CA 93446
- + EMAIL: Aaron@GravesInvestments.com
- + PHONE: 805.704.0334

WORK EXPERIENCE

BROKER

2015 - PRESENT

CALIFORNIA HOTEL BROKERS
STATEWIDE

- + Flipped multiple hotels in Central Coast market
- + Development consultations
- + Buy / sell / hold consultations

DIRECTOR OF EVERYTHING

2010 - PRESENT

CHATEAU HOSPITALITY
CENTRAL COAST & LAS VEGAS

- + Manage 25 Room: Creekside Inn, Cambria
- + Manage 14 room B&B: Rigdon House, Cambria
- + Owned & Managed 11 room: Pleasant Inn, Morro Bay
- + Own & Managed 110 +/- rental doors & 13 full-time employees
- + Sold / Exchanged / Purchased 135 keys assets since 2010

COMMUNITY INVOLVEMENT

Visit SLO CAL: Board Member Representing B&B's	2/2016 – Present
Morro Bay Tourism Business Improvement Dist: Chairman	6/2016 – 2/2018
Morro Bay Tourism Business Improvement Dist: Vice Chairman	11/2015 – 6/2016
Cal Poly Performing Arts Center, San Luis Obispo: Sponsor	25 th Anniversary
Opera San Luis Obispo: Board Member	2009 - 2011
F-PAC: Foundation for the Performing Arts Center, San Luis Obispo: Sponsor	Ongoing

EDUCATION

BACHELOR OF ARTS PHILOSOPHY

2002 - 2005

CAL POLY, SAN LUIS OBISPO

- + Minor in Business Administration

MASTERS OF BUSINESS ADMINISTRATION

2006 - 2007

- + Honors Graduate, GPA 3.9

CALIFORNIA REAL ESTATE BROKER LICENSE

2007 – PRESENT

LICENSE # 01787901

CALIFORNIA REAL ESTATE CORPORATE BROKER LICENSE

2015 - PRESENT

LICENSE # 02016262

From: [Jeffrey Meyers](#)
To: [Brendan Pringle](#)
Subject: Board of Directors Application
Date: Thursday, April 30, 2020 2:00:16 PM
Attachments: [Board Application Form. Jeffrey Meyers.pdf](#)
[Visit SLO CAL Guidelines.pdf](#)

Brendan,

It is with great excitement that I would like to apply for a seat on the Visit SLO CAL Board of Directors. Being born and raised in California and spending a good majority of my life in San Luis Obispo county I feel a great desire to make a greater impact on my community. By combining my passion and knowledge for the area with my experiences in the lodging and travel industry I feel like I could bring a experienced and passionate voice to the SLO CAL Board. Having worked at many of the premier properties in the county I have a great feel for where we are as a travel destination. Using this knowledge I feel confident I will bring a new, fresh perspective to the board and will be sure to always have my community and the success of our country's tourism in the forefront of my mind.

I can't thank you enough for the opportunity and the possibility to join the Visit SLO CAL Board of Directors. Please let me know if there is anything else you need from me at this time.

Best,

Jeff

Jeffrey Meyers

General Manager

d. 805 773 4671 • f. 805 773 2341

2555 Price Street • Pismo Beach California 93449

www.shorecliff.com





Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: **Jeffrey Meyers**

COMPANY: **Martin Resorts**

ADDRESS: **1201 Palm Street**

PHONE: **805-440-9006**

EMAIL: **jeffreym@martinresorts.com**

TOTAL YEARS IN HOSPITALITY INDUSTRY: **22 years**

BACKGROUND EXPERIENCE:

Employment History

CURRENT EMPLOYER: **Martin Resorts**

YRS OF SERVICE: **3 1/2 years**

TITLE: **General Manager**

PAST EMPLOYER: **Hyatt Hotels**

YRS OF SERVICE: **8 years**

POSITION: **I help various positions in the rooms department.**

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.

YATIN NARAN

1895 Monterey Street | San Luis Obispo, CA 93401 | yatin@charter.net | 805.550.4481

April 29, 2020

Brendan Pringle,
Director of Operations
Visit SLO CAL

Dear Brendan Pringle,

I grew up in San Luis Obispo and I always knew this is where I wanted to raise my own family and do business. I am a local hotelier as well as a licensed real estate agent specializing in commercial listings and sales with The Avenue Central Coast Realty. After graduating from Cal Poly, I owned and managed an ice cream & deli shop in Pismo Beach. Then later ventured into the hospitality industry, and now have 29+ years of hands-on experience as a hotelier. I currently own and manage The Inn at San Luis Obispo and Olive Tree Inn & Suites in San Luis Obispo. However, I have owned and operated independent and franchise hotels in San Luis Obispo, Morro Bay, Arroyo Grande, and Solvang and know the importance tourism plays on the survival of our community.

I also have served as a board member and volunteer coach for SLO Youth Baseball for six years. In addition, I created a non-profit youth baseball organization (SLO Mustangs Baseball) where I served as President and volunteer coach. I would like to serve on the Visit SLO CAL Board of Directors to build the economic vitality of SLO County and provide a voice for hoteliers as our industry is solely dependent on tourism.

Sincerely,



Yatin Naran
805.550.4481



VISIT SLO CAL

BOARD APPLICATION FORM

NAME OF APPLICANT: Yatin Naran

COMPANY: Inn at San Luis Obispo, Olive Tree Inn & Suites

ADDRESS: 1895 Monterey St. SLO 93401

PHONE: 805.550.4481

EMAIL: yatin@charter.net

TOTAL YEARS IN HOSPITALITY INDUSTRY: 29 years

BACKGROUND EXPERIENCE:

3 years food and beverage

29 years hotel management/owner

Employment History

CURRENT EMPLOYER: Inn at San Luis Obispo YRS OF SERVICE: 13

TITLE: Manager/Owner

PAST EMPLOYER: HI Express Grover Beach YRS OF SERVICE: 3

POSITION: Manager/Owner

Community/Board Involvement

ORGANIZATION: SLO Youth Baseball

TITLE: Treasurer/ All-Star Rep.

DATES OF INVOLVEMENT: 2014-2016

ORGANIZATION: SLO Mustangs Baseball

TITLE: President

DATES OF INVOLVEMENT: 2016-2018

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

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

Amish Patel
Fireside Inn Motel
April 5th, 2020

Personal Statement

I currently manage Fireside Inn and have been involved in the hotel business all of my life. My parents created a new beginning here as entrepreneurs, and after much modeling and training, I learned about the hotel business from housekeeping up to management and all of the responsibilities it entails. As a recent graduate from San Francisco State University with a background in business administration and marketing, I continue to focus on my goal of improving my family business with innovative means. While I may be one of the youngest hoteliers in the city of Morro Bay, I have trusting relationships with many other hoteliers in the city, which allows me to provide a strong voice for our community. Through years of working in the hospitality industry, I have learned that a handshake, smile, and simple conversation go a long way in building and maintaining relationships with customers. These connections, along with all the central coast has to offer, really enhance the experience visitors have in our community and make their travels memorable.

The hotel industry has seen several highs and lows over the past decade, with the recession and then the come back, and today with the COVID-19 pandemic. I believe in the core elements of tourism, such as attractions and accommodations, infrastructure and proper communication; and I want to make sure we use forward thinking to ensure SLOCAL remains a top destination for travelers. My goals are to connect with the people who visit the central coast, to nurture these relationships, and use them to not only promote tourism, but also sustain it. My goals, while serving for the Morro Bay TBID, have been to listen to the customer, listen to the business owner, and look for ways to improve on our weaknesses and celebrate our strengths. I want to continue to learn about what people seek when they travel to the central coast, listen to the needs of the business owners, and build on current ideas to keep propelling tourism and economic growth in a forward motion.

I hope my goals align with yours and we can work together to improve tourism in the beautiful Central Coast.

Sincerely,
Amish Patel



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Amish Patel

COMPANY: Morro Bay Hospitality, Fireside Inn

ADDRESS: 730 Morro Avenue Morro Bay CA, 93442

PHONE: (805) 772-2244

EMAIL: info@firesideinnmotel.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 24

BACKGROUND EXPERIENCE:

Grew up in the hospitality industry and served in all aspects of hotel operations. Was recently elected to Vice Chair on the Morro Bay TBID. Served on the Morro Bay VR committee as a hotel representative.

Employment History

CURRENT EMPLOYER: Morro Bay Hospitality YRS OF SERVICE: 24

TITLE: Owner

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: Morro Bay TBID

TITLE: Vice Chair

DATES OF INVOLVEMENT: Member at Large(2019-2020), Vice Chair(2020-Today)

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

ORGANIZATION:

TITLE:

DATES OF INVOLVEMENT:

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



Amit Patel

April 26th, 2020

SLO CAL

Dear SLO CAL Board

As a resident of San Luis Obispo County for more than 10 years, I have experienced a life that I could not have imagined. In San Luis Obispo County, my family and I have celebrated many special occasions with my family, while growing my hotel business.

In the past 10 years, this county has been very mindful of my hard work from acquiring a single property in Pismo Beach, to now adding a few more properties to my portfolio in Morro Bay and San Luis Obispo. Through dedication and love of hospitality, I have embraced the SLOCAL life.

SLOCAL in its own way is the most unique county that offers the simple pleasure of living life to visitors who gets the experience the SLO Life. The uniqueness and the value our County holds has motivated to be more involved with our community. As a local hotelier and a leader, I want to use my expertise to ensure that we continue to celebrate success in the travel industry by providing the most memorable experience to the visitors, while maintaining the lifestyle we all have grown to appreciate.

By being part of the SLO CAL board, I am confident that I will be able to provide the best feedback and ideas to maintain our SLO culture, while enhancing the way our visitors experience the SLO Life. I hope you consider me to be part of the Board, as I truly believe that I can offer more, if I am given the opportunity to serve our community.

Sincerely,

Amit Patel

1095 Main St
Morro Bay, CA

805.748.8217

hotelsoncoast@gmail.com



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.



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NAME OF APPLICANT: Nipool Patel

COMPANY: Lamplighter Inn & Suites

ADDRESS: 1604 Monterey Street, SLO CA 93401

PHONE: 805-431-5852

EMAIL: Nipool@gmail.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 30 years

BACKGROUND EXPERIENCE:

Managed and operated motels for the past 30 years in all departments. Served and chaired state lodging association (CLIA). Served and chaired SLO VCB, Served and chaired SLO TBID.

Employment History

CURRENT EMPLOYER: Lamplighter Inn

YRS OF SERVICE: 22 Years

TITLE:

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: SLO CAL

TITLE: Board Member

DATES OF INVOLVEMENT: Past 4 years

ORGANIZATION: SLO TBID

TITLE: Board Member and Chair (2 Years)

DATES OF INVOLVEMENT: Past 9 years

ORGANIZATION: French Hospital Foundation

TITLE: Board Member

DATES OF INVOLVEMENT: 2008 - 2018

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