



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, April 20, 2023

12:00 pm – 2:00 pm

Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA

1. CALL TO ORDER: 12:03 pm

PRESENT: Clint Pearce, Aaron Graves, Amar Sohi, Mark Eads (arrived at 12:06 pm, after call to order)

STAFF PRESENT: Cathy Cartier, Chuck Davison, Emily Rudge, Annie Braunschweig

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Happy belated birthday to Aaron Graves (April 14); reminder of the Annual Bash on Friday, May 12; EDI training is confirmed for August 30, 9 am – 1 pm; Mark Eads has accepted a position at Embassy Suites SLO, as an at-large Board member his seat will remain intact.

CONSENT AGENDA

3. Approval of March 2, 2023 Executive Committee Minutes

4. Approval of March 2023 Visit SLO CAL Financials

5. Approval of monthly rent payment via ACH

Public Comment – None.

Board Discussion – None.

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

Motion carried: 4:0:1 (Graves abstained)

CEO REPORT

6. Visit SLO CAL CEO Report

Davison highlighted the weekly and monthly STR report, noting the variance on Easter as it fell two weeks later than in 2022, and commenting that despite the bad weather in March, ADR held flat. Davison commented on his recent KSBY interview earlier in the week, in which he shared that summer seems to be pacing strong already and that the CEO of Delta claims “this summer will be the biggest year of summer travel ever.” Davison

shared the possible TOT increase for unincorporated areas that will be included on the June or November ballot, noting that the exact percentage is unknown, but the County's goal is to level set with local municipalities and secure dollars for the general fund. Davison highlighted the recent team culture initiatives: team headshots, branded corporate apparel, and a county-wide scavenger hunt. Davison noted that the contract with Collaboration is being finalized and we'll begin working with the firm in late May or early June. Davison shared a staffing update, noting that the interviews for the VP of Community. Engagement & Advocacy are still ongoing but in initial stages. Davison provided an update on the former Director of HR, highlighting that she has recently submitted a letter through an attorney regarding a possible legal claim, but the cause of action or scope is currently unclear; Tardiff & Saldo are working with Annie Braunschweig and will issue a response by April 27. Davison requested committee feedback on consideration to have all future Board of Directors meetings onsite in the VSC office or remain rotating throughout the County. Davison reviewed the FY24 schedule for Executive Committee and Board meeting dates, noting they will be reviewed again during the May Board of Directors meeting. Davison requested committee feedback on moving the June meeting date to earlier in the day or to June 15 due to his daughter's high school graduation. Davison requested committee feedback on the timing of future committee meetings, specifically what time of day is best for the committee (morning, midday, end of day). Davison shared his upcoming travel schedule.

Public Comment – None.

Committee Discussion. The committee agreed to hold all future Board meetings in the VSC office in order to save cost and utilize the capability of having the proper space to host. The committee agreed to keep the monthly Executive Committee meetings at the current time they are scheduled (12:00 – 2:00).

Business Items

7. Bank of Sierra Additional Signer

Davison requested approval for the ability to add Annie Braunschweig, VP of Administration as a designated signer on the Bank of Sierra accounts in order to create organizational redundancy, allow for more organizational backup support if CEO is away, and reduces the impact on the committee. Davison noted that the changes would not go into effect until the FY 24 committee seats are confirmed.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Pearce/Eads** to approve the addition of Annie Braunschweig as a designated signer on the Visit SLO CAL bank accounts.

Motion carried: 5:0

8. Update to 401k Employer Contribution

Davison shared the proposed plan to increase the 401k employer contribution percentage, thus enabling stronger talent attraction, elevating VSC to be a more sought after and competitive place to work. Davison outlined three potential options for increased matching structures and requested committee feedback on which structure was more suitable. If approved, VSC would work with the provider on a change to the plan and a rollout timeline.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Pearce/Patel** to approve the increase of the employer contribution match to 100% of the employee's first 6% of deferred compensation, plus 50% of the employee's next 4% deferred compensation.

9. Review of FY023/24 Budget Items

Braunschweig presented the FY 2023/24 TMD revenue projections and provided a high- level overview of items of focus and funding from each department: operations & industry, sales, PR and communications, marketing, community engagement & advocacy/ESC 2050, staffing & benefits.

Public Comment – None.

Committee Discussion.

10. Executive Committee and Board Member Seats

Davison reminded the committee of the current open application process which will close on May 3 and noted the current seat structure and open seats available. Davison noted his planned outreach for additional committee seats, outlined the next steps and reminded the committee that applications will be reviewed at the May 11 meeting.

Public Comment – None.

Committee Discussion.

11. Travel Trade & Marketing Update

Cartier shared an update on the mural trail, highlighting the recently completed SLO mural. Cartier shared photos from the recent hero shoot and noted the date change for the SLO CAL Open Morro Bay which will move to December 5- 10 to accommodate better weather conditions.

Public Comment – None.

Committee Discussion.

Davison noted upcoming meetings for the month of May.

ADJOURN 1:44 pm