



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, June 15, 2023

12:00 pm – 2:00 pm

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

1. CALL TO ORDER: 12:09 pm

PRESENT: Clint Pearce, Hemant Patel, Amar Sohi

ABSENT: Aaron Graves, Mark Eads, Cathy Cartier, Annie Braunschweig

STAFF PRESENT: Chuck Davison, Emily Rudge

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Thank you for your participation with Steffanie Medina (Collaboration); follow up will take place at the end of today's meeting; reminder- July and August Executive Committee meetings are cancelled; Mid-State Fair concert tickets are available (RSVP to Emily Rudge by June 29).

CONSENT AGENDA

3. Approval of May 11, 2023 Executive Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 3:0

CEO REPORT

4. Visit SLO CAL CEO Report

Davison highlighted the weekly STR report, commenting that the YOY is lagging based on 2022, occupancy is down 14%, and the general consensus is that the numbers will be pacing fine for later in the summer. Davison highlighted the exciting announcement of the new Alaska Airlines flight from Las Vegas to San Luis Obispo, with service beginning on December 14. Davison provided several staffing updates: Tony Turretto joined the team on June 12 as the new VP of Community Engagement & Advocacy, and Davison shared the recent

departures of Eric Parker, Camille Silvera, and Cynthia Gonzalez. Davison highlighted a reminder on SB 584 which was discussed at the Board of Directors meeting and the Advisory Committee meeting and if passed, would impose an additional 15% tax on Short-Term Rentals; Visit SLO CAL has encouraged assistance from City Managers to help oppose it. Davison provided an update on the proposed Wind Energy Farm, noting that Visit SLO CAL had originally taken a position of support surrounding the research and applications for funding but is revisiting the issue now due to the growing concern from tourism partners, specifically on the coast, regarding port construction and wind farm turbines. Davison commented that in a recent meeting with Melissa James at REACH, she shared that the construction would be 5-10 years away and there are 33 regulatory hurdles to be cleared. Davison provided a recap of the Oceano Dunes study, noting that the study was rolled out successfully with positive feedback from the community, no negative media coverage, and as of June 12, 70 people had requested copies of the study via sloocal.com. Davison shared an update on the special election taking place in Anaheim on September 12 which is in union-backed ordinance aiming to increase minimum wage to \$25; if approved, the city of Anaheim will be required to pay hotel and event workers a minimum of \$25 per hour, thus leading to greater workplace protections. Davison provided a reminder of his term as Chair of the California Travel Association, beginning on July 1 and will bring the spotlight to SLO CAL and highlight the work being done surrounding community engagement, advocacy, stewardship, and destination management. Davison provided a preview of the scheduled programming for the upcoming Visit California CEO Mission taking place in London and Paris from June 19 – 23. Davison highlighted his upcoming travel from June – August.

Public Comment – None.

Committee Discussion.

Business Items

5. Short-Term Rental Workforce Housing Nexus Study Update

Davison provided a recap of the Short-Term Rental Workforce Housing Nexus Study, which was conducted by Beacon Economics. Davison shared that the County Board of Supervisors has agreed to accept the study outcome, and that the data provided by the cities and county just so happens to intersect with SB 584. Davison noted that Beacon is finalizing the data at the local community level across the county and is set to be completed in early July.

Public Comment – None.

Committee Discussion.

6. Resident Sentiment Study

Davison reviewed the Resident Sentiment Study communications plan. Davison noted that the residents who have been here longer seem to have more disdain and there is a growing population of transplants; we all need to figure out how to deal with it. Davison shared that VSC wants to come alongside the communities and help them, but it is not our role to fix it; we will be a thought leader and strategic partner, but it is not our responsibility to solve the problem. Davison highlighted the communications plan, slated for release the week of July 10, with reporting and assets on the website. Davison noted that the goal is to benchmark this and do it again in 24 months.

Public Comment – None.

Committee Discussion.

7. Travel Trade & Marketing Update

In Cartier's absence, Davison shared the recent opportunity to highlight SLO CAL at the Visit California Destination Mixer in Sacramento which was attended by Cathy Cartier and Eric Parker. Davison shared a recap of the recently completed Cal Poly Senior Project and the topics that each of the six groups focused on: Value of Tourism Communications Strategy, Website UX Experience, Merchandising, SLO Cal Crafted Evolution, Events & Festivals Strategy, and Sustainably SLO CAL. Davison shared the announcement of Cathy Cartier being chosen to serve as Vice Chair of the Visit California Brand and Content Committee, which will be a two-year commitment followed by two years serving as Committee Chair.

Public Comment – None.

Committee Discussion.

Davison noted that the next Executive Committee meeting will take place on September 14, followed by the Board of Directors meeting on September 27.

ADJOURN 1:35 pm