



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, September 14, 2023

12:00 pm – 2:00 pm

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

1. CALL TO ORDER: 12:04 pm

PRESENT: Clint Pearce, Hemant Patel, Amar Sohi, Aaron Graves, Mark Eads, Hamish Marshall, Toni LeGras-Price

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

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Welcome to Toni LeGras-Price and Hamish Marshall; reminder of the September 27 Board of Directors Meeting; SLO CAL Summit is October 5 and early bird tickets (\$50) are available until September 15.

CONSENT AGENDA

3. Approval of June 15, 2023 Executive Committee Minutes

4. Approval of May 2023 Visit SLO CAL Financials

5. Approval of Unaudited June 2023/Year End Visit SLO CAL Financials

6. Approval of July 2023 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by **Sohi/Graves** to approve the Consent Agenda.

Motion carried: 7:0:2 (Marshall and LeGras-Price abstained from the June minutes due to their Executive Committee term beginning July 1)

CEO REPORT

7. Visit SLO CAL CEO Report

Davison highlighted the weekly STR report, noting that the YOY numbers have slid but rate is holding throughout the market. Davison shared an update on the possible TOT ballot measure, as the County is considering raising the TOT to above 9% and one question is included in the polling regarding Visit SLO CAL as a

means to gauge if support is from those who have a broader understanding of tourism or those who do not. Davison highlighted an update on the Morgan Stanley investments' cash balance and sought Committee feedback on investing the \$900,000 currently in cash earned currently in the preferred savings account via either laddered CD, bonds or remaining in preferred savings. Davison provided a recap of the 5Cities Homeless Coalition Tour held in July and thanked those who attended. Davison shared a recap of the Mid-State Fair sponsorship, commenting that the SLO CAL Crafted marketplace sales were not stellar but provided great exposure, and the VIP concert tickets was not a good use of resources as many recipients either requested tickets but didn't attend or gave away the tickets. Davison shared his recent involvement with the Visit California Regional Advisory Committee, serving as Co-Chair for the central coast. Davison shared a recap of the TakeOff Conference held in Atlantic City, NJ. Davison announced the suspension of Alaska Airlines SBP-PDX flight from January – March 2024 due to the pilot shortage. Davison highlighted the upcoming Central Coast Economic Forecast on November 3. Davison shared a recap of the recent DEI training on August 30 which resulted in poor attendance from both the Board and the Marketing Committee. Davison shared a video from the WOW Alliance/Jack and Jill Foundation, highlighting a past trip to SLO CAL with a special family. Davison shared a staffing update and highlighted a proposed date change to the November Board of Directors meeting. Davison noted his upcoming travel schedule.

Public Comment – None.

Committee Discussion. Marshall suggested reviewing what CDs for 6 or 12 months might look like and suggested moving half of the cash from preferred savings into an investment. Davison stated that the rates and dates would be reviewed at the next meeting, in addition to reviewing a range of half or over half of the cash for investment.

Business Items

8. Annual Audit Review

Braunschweig noted that due to a timing delay with Glenn Burdette, the motion item will be removed, however the full audit review will be presented at the Board of Directors meeting. Braunschweig shared that Glenn Burdette has completed the FY 2023 audit with no findings, but they're still in the process of drafting the financial statements and related notes. Braunschweig noted that final TMD revenue of \$9.06 million was up 1.24% from the reforecast, unaudited operating expenses of \$11 million were down 1% from the reforecast, and FY24 revenue will return to FY22 levels.

Public Comment – None.

Committee Discussion. Davison noted that this is the eighth year in a row that Visit SLO CAL has completed a clean audit.

9. Visit SLO CAL Bylaws Revisions

Davison shared an update to the Visit SLO CAL Bylaws which haven't been updated since 2020 and noted that the revisions were sent digitally one week prior to the meeting. The revisions, from our TMD attorney Civitas Advisors, include updates to code numbers per the state of California, updated language based on changes to code pertaining to telephone conference meetings, changes to Visit SLO CAL's corporate address, and to specifically call out to include the Past Chair as a Vice Chairperson so they are available to serve in the absence of the Chair, and the establishment of the Compensation Committee. The Compensation Committee is responsible for negotiating the President & CEO's compensation at initial hiring, when the term of employment is renewed or extended, when the compensation is modified, and when bonus

compensation is being considered and will be comprised of some or all members of the Executive Committee.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Pearce/Marshall** to recommend Board approval of the proposed changes to the Visit SLO CAL Bylaws.

**Motion carried: 6:0:1
(Sohi opposed)**

10. Board Member Guidelines Update

Davison highlighted the revisions to the Board Member guidelines which are in line with the proposed bylaw changes and included the Board Chair participating in monthly 1:1 meetings with the President & CEO to review and discuss priorities, a required meeting between the Board Chair, Past Chair and President & CEO one month prior to his annual review, and the establishment of the Compensation Committee which consists of the Chair, Vice Chair, and Past Chair and other members of the executive committee as desired.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Patel/Graves** to recommend Board approval of the proposed changes to the Board Member Guidelines.

Motion carried: 7:0

11. Revision to Visit SLO CAL Check-Signing Policy

Braunschweig provided an update on the revisions to the check-signing policy. The request to the current policy is based on Braunschweig being added as a designated signer earlier this year and would allow payments over \$10,000 but less than \$50,000 to be signed by Davison and Braunschweig; payments over \$50,000 would be signed by two designated signers, one of which would be an Executive Committee member. Braunschweig noted that the proposed change will help enable staff to process payments more efficiently while still maintaining proper payment authority and is in line with the size of VSC's total budget.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Marshall/Sohi** to approve changes as proposed to the Visit SLO CAL check-signing policy.

Motion carried: 7:0

12. Short-Term Rental Workforce Housing Nexus Study Update

Davison provided a recap on the finalization of the Short-Term Rental / Workforce Housing Nexus Study, sharing that the full study was released to the public on September 6, and the study determined that there is not a

nexus between short-term rentals and workforce housing in part based on the \$1.2M average home price of short-term rentals.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Sohi/Graves** to recommend Board approval of the Short-Term Rental / Workforce Housing Nexus Study.

Motion carried: 7:0

13. Travel Trade and Marketing Update

Cartier highlighted a recent Visit California shoot that took place in SLO CAL, and their feature which included SLO CAL in a Sustainable Wines Road Trip on social media. Cartier provided a recap of the SLO CAL Crafted pop-up event at Farmer's Market, and the recent shoot with Pensara and Shipyard on the nomenclature initiative. Cartier highlighted the findings from the recently completed Brand Awareness Study which was conducted by Heart + Mind Strategies. The study's key takeaways include that 1 in 8 travelers in targeted DMAs recall having seen advertising for SLO CAL in the past year without prompting, which is up 9% from last year.

Public Comment – None.

Committee Discussion.

Davison exited at 2:00 pm, Eads noted the upcoming meeting dates.

ADJOURN 2:06 pm