



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, January 18, 2024

12:00 pm – 2:00 pm

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

1. CALL TO ORDER: 12:10pm

PRESENT: Clint Pearce, Hemant Patel, Toni LeGras-Price, Hamish Marshall, Aaron Graves, Mark Eads (arrived after call to order at 12:27pm)

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

ABSENT: Amar Sohi

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

None

CONSENT AGENDA

3. Approval of November 9, 2023 Executive Committee Minutes

4. Approval of October 2023 Visit SLO CAL Financials

5. Approval of November 2023 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 4:0:1 (Graves abstained; Eads arrived after Consent Agenda)

CEO REPORT

6. Visit SLO CAL CEO Report

Davison reviewed the STR report for the week of January 7, noting that occupancy is up versus the same time last year, with ADR and RevPAR up slightly as well. Davison reviewed the December monthly STR report, noting that occupancy and rate are flat YOY. Davison also reviewed the calendar YTD STR report, noting that occupancy is off almost 4 points, while rate is flat and RevPAR is down 4 points, but the numbers held stronger than expected, with large fluctuations in occupancy in some areas such as Morro Bay and Cambria. Davison shared an update from U.S. Travel on the visa wait times in which the U.S. State Department will now offer a visa interview waiver authority for certain low-risk applicants. Davison provided a reminder of the changes to CA

state government lodging reimbursement rates being increased as of January 1 and shared a reminder of the new California laws regarding fee transparency which go into effect on July 1. Davison provided a recap of the REACH Ideas + Action Summit held on January 17 in Santa Barbara. Davison highlighted an update on the Highway 1 road closure, sharing that CalTrans has officially announced a reopening date targeting spring of 2024, and Visit SLO CAL is targeting a follow up meeting with Visit California, See Monterey, and Congressman Panetta in February. Davison provided an update on the South County Chamber regarding a change in leadership and provided an update on the 2023 metrics for SBP's passenger activity, noting that they had a record year with a 19.4% increase compared to 2022; Davison also provided a recap of the initial metrics on the inaugural Alaska Airlines LAS-SBP flight which launched on December 14, highlighting that the flight will end in March and return in December as a year-round flight (depending on performance). Davison provided a staffing update, as well as an update on the filing of the renewal of the SLO CAL Trademark. Davison shared an update on the Morgan Stanley bonds that were purchased following the discussion during the November 9 Executive Committee meeting. Davison highlighted several items following the December Advisory Committee meeting, including strong positive feedback from the Advisory Committee members and follow up meetings with REACH, SLOCOG and Jim Lewis to further discuss workforce housing. Davison noted the cancellation of the February Executive Committee meeting due to a travel conflict with the UK Sales Mission and noted his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

Business Items

7. Draft Countywide Sales Strategy

Davison shared the Draft Countywide Sales Strategy developed by Guzo, which included an overview and next steps regarding group sales, leisure, and education, as well as a list of priorities. Davison noted that the Board meeting will include a formal presentation by Guzo, and based on Board feedback and approval, the next steps would include an education seminar, identifying incentive opportunities to encourage bookings, a collateral and web reboot, as well as development of an events & co-op calendar.

Public Comment – None.

Committee Discussion.

8. FY 2023/24 Mid-Year Budget Reforecast

Braunschweig reviewed the FY 2023/24 mid-year budget reforecast, highlighting a decrease in TMD revenue that is projected to continue for the rest of the fiscal year. Braunschweig reviewed significant differences in each department.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Patel/LeGras-Price** to approve Visit SLO CAL's FY 2023/24 Mid-Year Budget Reforecast for Board approval.

Motion carried: 5:0 (Pearce exited meeting at 1:15pm, prior to motion)

9. FY 2025 Board of Directors and Executive Committee Seats

Davison reviewed the seats that will be due for renewal as of July 1, 2024 (Jed Bickel- Pismo Beach appointed seat, Amit Patel- at-large seat, and Vic Popp- Paso Robles appointed seat), as well as the remaining vacant seats (Arroyo Grande, Grover Beach, B & B, and RV Park). Davison highlighted that he would begin the outreach to the members and their respective communities regarding changes or next steps for approval, and reminded the Committee that succession planning must begin now in order to make room for new committee members.

Public Comment – None.

Committee Discussion. Marshall suggested the terms have parameters similar to a Presidential term, either 3 or 4 years with an option to renew once and commented that perhaps people aren't stepping up to join the Executive Committee due to not wanting to upset current members. Eads noted that his plan is to move to past chair next year, and then roll off of the Executive Committee.

10. Travel Trade and Marketing Update

Cartier shared the trophy that the PR team received for winning the Travel Weekly Award Gold Magellan Award for the Dylan Efron "Home Again" series. Cartier provided an update on the IPW California Plaza Activation and shared a proof of the activation design, as well as shared that SLO CAL will be included in a post- IPW FAM with buyers and media. Cartier shared recent metrics from the new and successful social media strategy and provided an update on the website UX study including findings, recommendations, and next steps. Cartier shared metrics from the SLO CAL Open at Morro Bay and shared a recap video. Cartier shared an update on the Events & Festivals Strategy, noting that the calendar is a separated project from the overall strategy, and the team has begun to discuss creation and implementation with Artsopolis, as well as reconvene with the Events & Festivals Strategy working group.

Public Comment – None.

Committee Discussion.

Davison noted the upcoming meeting schedule.

ADJOURNMENT

Adjourned at 2:23pm