



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, April 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: 12:06pm

PRESENT: Clint Pearce, Hemant Patel, Hamish Marshall, Mark Eads, Amar Sohi

ABSENT: Aaron Graves, Toni LeGras-Price

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Congrats to Noreen Martin on appointment to the California Travel and Tourism Commission; Matt Pontes named new County Administrative Officer; thank you for attending the State of the County event on April 11; Cal Poly EIM Auction on April 27; Annual Bash on May 17.

CONSENT AGENDA

3. Approval of March 7, 2024 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 5:0

CEO REPORT

4. Visit SLO CAL CEO Report

Cartier provided a recap of the March STR report, noting that the beach communities performed slightly better, while north county dipped a bit, but overall a decent month of performance, especially in comparison to the latest weekly report for the week of April 7. Cartier shared an update on recent staff promotions: Mayla Lohnes- Manager of PR and Communications; Matt Halvorson- Director of Marketing; Lisa Belsanti- VP of PR and Communications. Cartier provided an update on the closure of HWY 1, sharing that the slide on March 30 south of Rocky Creek Bridge has continued to impact travel between Big Sur and Monterey, with twice daily convoys allowing residents and essential workers to enter and exit, and noted that a temporary signal system will be installed once conditions are stabilized, which is expected to be completed by Memorial Day, and the work at Paul's Slide is now delayed with an estimated completion date of late summer. Cartier provided an SBP update on the Vegas air service, sharing that the route is expected to return on December 15 and an HQ meeting with Alaska Airlines is slated to occur as soon as the new planning director is in place. Cartier noted the decision to pause the SLO CAL Welcome program as technical and functional issues are being evaluated, due to the recent

merger of ICOM Productions and The Learning Network. Cartier shared the upcoming FY 2025 Executive Committee and Board Meeting dates and noted her upcoming CEO travel.

Public Comment – None.

Committee Discussion.

Business Items

5. Addition of Signer on Bank of Sierra Account

Braunschweig requested approval for the ability to add Cathy Cartier, Interim President & CEO as a designated signer on the Bank of Sierra accounts in order to create organizational redundancy, allow for more organizational backup support if VP of Administration is away, and reduce the impact on the Executive Committee.

Public Comment – None.

Committee Discussion. Marshall and Sohi suggested that the signers be named by title, not specific employee names to avoid duplicative future decisions needed based on who is in the role. Marshall suggested that a policy be in place for an alternate signer to be added to create sufficient segregation of duties.

ACTION: Moved by **Marshall/Patel** to approve the addition of Cathy Cartier as a designated signer on the Visit SLO CAL bank accounts.

Motion carried: 5:0

6. Reserve Request

Braunschweig requested approval for the ability to transfer \$300,000 in Morgan Stanley reserve funds to cover the contract buyout payment and other employee-related expenses, in order to present less of a strain on operational cash flow.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Marshall/Pearce** to approve the transfer of \$300,000 from Morgan Stanley reserves to Bank of the Sierra operating account.

Motion carried: 5:0

7. Executive Search Update

Braunschweig presented an update on the executive search process, sharing that the firm Winner Partners has been selected and shared a list of upcoming dates outlining the search timeline.

Public Comment – None.

Committee Discussion.

8. Executive Committee and Board Member Selection Process

Cartier highlighted the Board of Directors application process timeline, applications received thus far and the current seats that are up for renewal (Amit Patel- at large seat, Victor Popp- Paso Robles appointed seat, Jed Bickel- Pismo Beach appointed seat). Cartier highlighted the current vacant seats (RV Park, B&B, Grover Beach,

Arroyo Grande), provided a reminder of the process for reviewing applications at the May 23 Executive Committee meeting, and shared a reminder of the need for the current Executive Committee to determine next year's Executive Committee slate for Board Approval.

Public Comment – None.

Committee Discussion.

9. Review of FY 25 Budget Items

Braunschweig presented the FY 2024/25 TMD revenue projections and provided a high-level overview of items of focus for each department: Operations & Industry, Sales, PR & Comms, Marketing, Community Engagement & Advocacy, Staffing & Benefits, and highlighted several budget reduction line items.

Public Comment – None.

Committee Discussion.

10. Travel Trade & Marketing Update

Cartier shared the Unpacking SLO CAL custom content series video, provided an update on the House of Brands talent renewals, and shared an ESC 2050 update regarding the decision to pivot away from using a third-party vendor to facilitate the Events and Festivals calendar due to concerns regarding the reliability of the selected vendor and concerns around the functionality with various technology used by partners. Cartier shared plans to strengthen the existing Events calendar on SLOCAL.com and plans to better educate partners on how to post their events directly. Cartier provided photos of the new tradeshow booth which will be used during IPW in Los Angeles.

Public Comment – None.

Committee Discussion.

Cartier highlighted upcoming meetings and important dates.

CLOSED SESSION

11. Legal Update

No action was taken during the closed session.

ADJOURNMENT

Adjourned at 1:47pm