



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, May 23, 2024

12:00 pm – 2:00 pm

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

1. CALL TO ORDER: 12:02pm

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

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Thank you for attending the Annual Bash! Reminder: June 6 Advisory Committee at our office followed by a happy hour reception.

CONSENT AGENDA

- 3. Approval of April 18, 2024 Executive Committee Meeting Minutes
- 4. Approval of March 2024 Visit SLO CAL Financials
- 5. Approval of April 2024 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 7:0

CEO REPORT

6. Visit SLO CAL CEO Report

Cartier provided a recap of the April STR report, highlighting that while most communities are seeing occupancy down compared to last year, SLO CAL is pacing for a strong June. Cartier shared a recap of the local media coverage for National Travel and Tourism Week along with California Tourism Month, and announced the several proclamations received from SLO CAL communities, Congressman Carbajal, and Dawn Addis. Cartier provided an update on Highway 1 and shared an update on the Cal Poly Scholarship; she sought feedback from the Committee on whether to engage the Community Foundation to help facilitate the process. Braunschweig provided an update on the pending legal claim. Cartier highlighted the high volume of meetings held in the past 2.5 months with key stakeholders and leaders in the Tourism industry both state and nationwide. Cartier

recapped the Cal Poly Economic Development Committee Meeting held on April 19, the recent JLL and Visit California Meeting regarding the regional tourism strategic plan and shared her upcoming travel schedule.

Public Comment – None.

Committee Discussion. The Committee voiced their agreement to engage the Community Foundation to facilitate the Cal Poly Scholarship administration.

Business Items

7. FY 25 Business & Marketing Plan

Cartier noted that the draft of the FY 25 Business & Marketing Plan was included in the digital agenda packet for review in concept. Cartier provided a detailed review of the objectives, strategies, and key results which all ladder up to Strategic Direction 2026. Cartier highlighted various data and metrics for visitation, hotel growth plans, ethnographic research for the “Land Of...” campaign, as well as reviewed areas of focus for paid media, owned media, earned media, events, sales, ESC 2050, advocacy, and Film SLO CAL.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Graves/LeGras-Price** to recommend Board approval of the FY 25 Business & Marketing Plan in concept, as presented.

Motion carried: 7:0

8. Review of FY 25 Budget

Braunschweig presented the proposed FY 25 TMD revenue projections, estimating a 3.3% growth YOY. Braunschweig noted Non TMD revenue, investment & interest income, expenses and carryover. Braunschweig provided a high- level overview of items of focus for each department: general & administrative, industry research and resources, sales, PR and communications, marketing/ advertising, marketing/ digital, events, community engagement and advocacy, and highlighted budget reductions.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Patel/Marshall** to recommend Board approval of the FY 25 budget.

Motion carried: 7:0

9. Executive Committee Seats

Cartier reviewed the current structure of the Executive Committee seats and requested feedback on recommendations for the new FY 25 structure. Eads reviewed the Committee's previous discussion that they felt continuity would be best due to the transitional period for the organization.

Public Comment – None.

Committee Discussion. Graves confirmed the Committee's commitment to remaining in the current structure for another year. Eads reminded the Committee of the previous agreement that each seat serve for two years.

ACTION: Moved by **LeGras-Price/Marshall** to recommend Board approval of the following slate: Chair- Mark Eads, Vice Chair- Amar Sohi, Secretary- Clint Pearce, Treasurer- Hemant Patel, Past Chair- Aaron Graves.

Motion carried: 7:0

10. Board Member Selection Process

Cartier reviewed the requirements for Board applicants and shared the details of the application process, as well as applications received and positions available. Visit SLO CAL received 3 new applications, one current Board member reapplied (Amit Patel), two requests for re-appointments (Jed Bickel- Pismo Beach, Victor Popp- Paso Robles), and one request for new appointment (Sean Dasmann- Arroyo Grande). The new applications included: Kathy Kelly, Digs Vacation Rentals; Kimberly Walker, Nomada Hotel Group; Kamal Patel, The Carlton Hotel.

Public Comment – None.

Committee Discussion. Graves voiced his appreciation for such high caliber applicants and that such a dynamic group of tourism legends have submitted applications.

ACTION: Moved by **Pearce/Graves** to recommend Board approval of Kimberly Walker for the at-large seat.

Motion carried: 6:0:1 (Marshall abstained)

11. Marketing Committee Seats

Cartier reviewed the details of the Marketing Committee application process; a total of 8 applications were received, with four applications being renewals and four new applications. The new applicants included: Kimberly Campbell, Exquisite Adventures Travel Design; Ava Crouse, BENOM Winery; Courtney Pene, SBP Airport; Leann Standish, SLOMA. The renewal applications included: Lori Keller, Blu Hotel Investors; Kathleen Naughton, SLO Coast Wine Collective; Lindsey Roberts, KSL Resorts; Lynette Sonne, FARMstead ED. Cartier noted the Marketing Committee's selection of approving the new appointments of Courtney Pene and Leann Standish, in addition to the renewals of all four applicants- Lori Keller, Lynette Sonne, Lindsey Roberts, and Kathleen Naughton.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Marshall/Pearce** to recommend Board approval through the Consent Agenda, the Marketing Committee's selection for the renewal of Lynette Sonne, Lindsey Roberts, Kathleen Naughton, and Lori Keller, and the appointment of Courtney Pene and Leann Standish.

Motion carried: 7:0

12. Executive Search Update

Braunschweig presented the Executive Search timeline with Winner Partners. Eads updated the Committee on the decision to add Jim Hamilton and Pragna Patel- Mueller to the Compensation Committee, temporarily for the purposes of the CEO Search.

Public Comment – None.

Committee Discussion.

13. Travel Trade & Marketing Update

Cartier highlighted the recap of IPW in Los Angeles, shared a new social media reel and provided several updates on Community Engagement & Advocacy initiatives including a recap of CalTravel Advocacy Day and several legislation updates (SB 1028, SB 1372).

Public Comment – None.

Committee Discussion.

Cartier highlighted upcoming meetings and important dates.

ADJOURNMENT

Adjourned at 1:57pm