



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, June 27, 2024

12:00 pm – 2:00 pm

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

1. CALL TO ORDER: 12:00pm

PRESENT: Clint Pearce, Hemant Patel, Toni LeGras-Price, Aaron Graves, Mark Eads, Amar Sohi, Pragna Patel-Mueller, Jim Hamilton, Hamish Marshall (arrived after consent agenda)

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

None

CONSENT AGENDA

3. Approval of May 23, 2024 Executive Committee Minutes

4. Approval of May 2024 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 6:0 (Marshall not present)

CEO REPORT

5. Visit SLO CAL CEO Report

Cartier noted the cancellation of the July Executive Committee and Board of Directors meeting and noted the travel conflict for the September Executive Committee meeting. Cartier highlighted the May STR report, noting a softening in the market and the decision to increase media spend in the drive markets. Cartier shared her upcoming travel schedule.

Public Comment – None.

Committee Discussion.

Business Items

6. Recommendation of President & CEO Selection

Eads highlighted the members of the Ad Hoc Selection Committee: Mark Eads, Amar Sohi, Aaron Graves, Pragna Patel-Mueller, Jim Hamilton, and reviewed the timeline of the executive search process. Eads shared the details of the recruitment process, beginning with 138 candidates, moving to virtual interviews with four finalist candidates, followed by 3 finalists invited to in-person interviews, with further due diligence completed on Cartier as well, resulting in excellent marks in both the background check and all of the screening rounds. Eads shared that all of the finalists proceeded to withdraw from the search due to various reasons pertaining to either being unable to relocate families or leveraging a higher salary in current role. Eads noted that Winner Partners' final recommendation was to move forward with Cartier as the best suited candidate for the President & CEO role. Eads highlighted Cartier's background, qualifications and the lengthy list of support letters received from both community partners and national industry leaders. Eads shared the exemplary performance Cartier exhibited throughout the process and his request for her to give her candidate presentation which she presented to Winner Partners, to the Committee and Board as well. Cartier shared her presentation, which focused on the prompt: What are the top three transformational opportunities on the horizon and how would you utilize them for Visit SLO CAL?

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Pearce/ H.Patel** to recommend Cathy Cartier as the Visit SLO CAL President & CEO to the Board of Directors, as recommended by the Ad Hoc Selection Committee.

Motion carried: 7:0

7. Review and Recommend President & CEO Compensation

Cartier shared the details of her requested compensation package: 3- year contract, annual salary and up to 25% bonus eligibility.

ACTION: Moved by **H. Patel/Pearce** to approve the recommendation for the compensation of the Visit SLO CAL President & CEO, as provided by the Compensation Committee.

Motion carried: 7:0

Cartier noted the next Executive Committee meeting date, August 8, 2024.

ADJOURNMENT

Adjourned at 1:15pm