



# MINUTES

## Visit SLO CAL Executive Committee

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### Visit SLO CAL Executive Committee Meeting

Thursday, August 8, 2024

12:00 pm – 2:00 pm

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

#### 1. CALL TO ORDER: 12:01pm

**PRESENT:** Amar Sohi, Clint Pearce, Toni LeGras-Price, Hemant Patel

**ABSENT:** Mark Eads, Hamish Marshall, Aaron Graves

**STAFF PRESENT:** Cathy Cartier, Annie Braunschweig, Emily Rudge

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#### 2. PUBLIC COMMENT (On Non-Agenda Items)

##### ANNOUNCEMENTS

Reminder: September meeting will be on Friday, September 13; reminder to sign the Conflict of Interest Form.

#### CONSENT AGENDA

#### 3. Approval of June 27, 2024 Executive Committee Meeting Minutes

Committee Discussion – None.

**ACTION:** Moved by **Pearce/LeGras-Price** to approve the Consent Agenda.

**Motion carried: 4:0**

#### CEO REPORT

#### 4. Visit SLO CAL CEO Report

Cartier reviewed the June STR report, noting that Atascadero and Paso Robles are still seeing a decrease, and a slight decrease in Pismo, although several partners reported a strong month of July in their respective communities. Cartier shared the announcement of her invitation from Visit California to join the DMO CEO Council, in addition to being on the Marketing Advisory Committee and becoming the Vice Chair of the Brand and Content Committee. Visit SLO CAL has also been invited to join a Visit California Media Reception in Los Angeles which is a very important event as it will highlight the expected reopening of Highway 1. Cartier shared a recap of the key takeaways from the U.S. Travel Summer Board meeting, which included key initiatives to streamline and expand the trusted traveler program, more efficient customs screenings, increase funding for airport technology, and lift the limitation levels of liquids in carry-on bags. Cartier shared two Advocacy updates: Visit SLO CAL provided a letter of support for the permit renewal of the Cambria Christmas Market, and shared that the liquor license issue is currently being updated to reflect current population data for each county and applications will open in September. Cartier provided an update on SBP passenger activity, highlighting that

the Alaska Airlines SBP-LAS flight returns on October 27, the largest plane to ever operate at SBP starts on October 3 (Alaska Airlines SEA flight, 737-800), this fall will bring the busiest schedule ever for SBP, and record visitors arrived at SBP in Q1. Cartier shared photos of the new wall SLO CAL wraps at SBP. Cartier shared an update on the Cal Poly Scholarship, noting that the Cal Poly Scholarship Foundation will now administer the process rather than the Community Foundation, and will require a 5% commission. Cartier shared an update on the Cal Poly Housing project which was approved by the Cal Poly Board of Trustees and will add an additional 50% increase to on-campus housing by 2030, with a goal of housing 60-65% of the student body on campus. Cartier shared an update on the SLO CAL Summit ticket sales status, a current VSC org chart, and provided her upcoming travel schedule.

Committee Discussion.

## Business Items

### 5. Morgan Stanley Management and Signers

Braunschweig provided an update on the proposed changes to the Morgan Stanley investment accounts which included moving from a self-managed portfolio to actively managed, in order to increase returns and add increased expertise/ oversight as the corporate bond market continues to shift. Braunschweig also requested Committee approval to be added as an additional signer on the Morgan Stanley investment accounts, in addition to adding the Chair and Vice Chair based on prior discussions.

Committee Discussion.

**ACTION:** Moved by **Patel/Pearce** to approve the addition of Annie Braunschweig, CFO, Mark Eads, Chair, and Amar Sohi, Vice Chair, as designated signers on Visit SLO CAL's Morgan Stanley investment accounts and to begin the process of moving the accounts to an actively managed portfolio.

**Motion carried: 4:0**

### 6. Working Groups

Cartier provided updates on the upcoming working groups: Tourism Industry Workforce, Last Mile Transportation, Regional Sustainability, and Countywide Trails. Cartier requested the Committee's feedback on suggested participants for each group.

Committee Discussion. Pearce suggested Allan Hancock College, Cuesta College, San Luis Coastal Unified School District for the Tourism Industry Workforce Working Group.

### 7. VP of Marketing Search

Cartier shared an update on the VP of Marketing search, highlighting that the position was posted on July 1, with 149 applications received, and interviews scheduled with 4 candidates.

Committee Discussion.

### 8. Annual Audit & Financial Update

Braunschweig highlighted the FY 24 Unaudited Financial Statements, noting a preliminary TMD revenue of \$8.93 million, down 1.6% from the reforecast and prior year, and a pre-audit surplus of \$1.4 million to be carried forward to FY 25. Braunschweig shared that the audit is currently in progress with no findings to date; Erin Nagle of Glenn Burdette will present a full review at the September Executive Committee meeting (Nagle is unable to present at the Board meeting due to a schedule conflict).

Committee Discussion.

## **9. Travel Trade & Marketing Update**

Cartier shared the topline results of the Ethnographic Research which was conducted during the 2024 summer season with various visitors throughout the county. The study reiterated that the current “Life’s too beautiful to rush” brand positioning is more relevant than ever, with the slower pace enhancing traveler experience, allowing visitors to do more during a trip. Cartier noted that the research will be conducted again in October, targeting non-summer travel experiences, with next steps being concepting the next brand campaign which will be workshopped at the Marketing Committee retreat in March, followed by filming next Fall. Cartier noted the six upcoming co-op programs (Sojern, Unpacking, Spartan Race, Asset Renewal, San Diego Media Event, Wine-O-One). Cartier highlighted the Today Show coverage from July featuring the Highway 1 Road Trip, the new Film SLO CAL microsite, and shared several new social media reels and new content series.

Committee Discussion.

Cartier highlighted upcoming meetings and important dates.

## **ADJOURNMENT**

Adjourned at 1:07pm