



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, January 9, 2025

12:00pm – 2:00pm

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

1. CALL TO ORDER: 12:06pm

PRESENT: Amar Sohi, Toni LeGras-Price, Clint Pearce, Hemant Patel, Hamish Marshall (arrived after consent agenda)

ABSENT: Aaron Graves, Mark Eads

STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge, Molly Cano

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Thank you for your attendance at the December 12 Advisory Committee Meeting; Cal Poly EIM Auction on February 22; 2025 Visitor Magazine is available; Board of Directors Meeting on Wednesday, January 15.

CONSENT AGENDA

3. Approval of November 9, 2024 Executive Committee Meeting Minutes

4. Approval of October 2024 Visit SLO CAL Financials

5. Approval of November 2024 Visit SLO CAL Financials

Committee Discussion – None.

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

Motion: 4:0

CEO REPORT

6. Visit SLO CAL CEO Report

Cartier shared the monthly STR report for November as well as the YTD report- noting that Atascadero was down due to a hotel briefly closing and reopening, and San Luis Obispo was down due to a hotel permanently closing. Cartier noted that paid media was paused and SLO CAL social media pages went dark due to the Los Angeles wildfires, it would likely resume within the next few days. Cartier also noted that a best practice resource guide was shared with destination partners. Cartier provided a recap of the U.S. Travel Association Board Meeting & Travel and Mobility Conference held in Washington D.C. Cartier also shared a recap of the CalTravel Association Board Meeting. Cartier provided an update on the type 47 liquor license issue, noting that Supervisor Ortiz-Legg has now signed on to champion the effort and has met with Assemblymember Addis'

office to discuss the issue. Cartier noted that the March Board meeting will move to March 19 due to a travel conflict and the February Executive Committee meeting will be cancelled. Cartier highlighted that the Board application process will open in the spring and highlighted which members are up for renewal; individual discussions will be scheduled soon. Cartier highlighted her upcoming travel schedule.

Committee Discussion – None.

Business Items

7. FY 25 Mid-Year Budget Reforecast

Braunschweig presented the Mid-Year Budget Reforecast, highlighting a significant decrease in TMD revenue, decrease in operating expenses, an increase in deficit versus approved budget, and provided a percentage overview of expenses by department and by function. Braunschweig reviewed significant differences in expenditures by department.

Committee Discussion – None.

ACTION: Moved by **Pearce/Patel** to approve the FY 25 Mid-Year Budget Reforecast and recommend Board approval.

Motion: 5:0

8. Tourism Economics Lodging Forecast Results

Cartier provided an overview of the results from the Tourism Economics Lodging Forecast co-op, noting that the data was distributed to each participating co-op partner on December 20, and 1:1 calls with Tourism Economics are available for additional questions. Key takeaways include supply is expected to outpace demand impacting RevPAR and occupancy, hotel RevPAR is expected to grow 0.1% in 2025 and decline 0.7% in 2026, hotel room revenue is expected to grow 2.1% in 2025 and 2.9% in 2026.

Committee Discussion- None.

9. Last Mile Working Group Discussion

Cartier shared a recap of the Last Mile Working Group discussion, highlighting the first meeting on December 18 in which they identified current challenges, potential solutions, collaboration opportunities, and identified next steps including the immediate need for a survey to gather data on transportation needs from residents and visitors.

Committee Discussion- None.

10. Marketing, Travel Trade & ESC 2050 Updates

Cano gave a reminder that SLO CAL Welcome went dark on December 31, 2024, and will return on July 1 on a new hosting platform. Cano shared campaign timeline updates for Unpacking, Sustainably SLO CAL and Wine-O-One, and shared several clips from Unpacking episode 2. Cano shared a sneak peek of Wine-O-One video assets, highlighted the engagement metrics for the Morro Bay SLO CAL Open, and reviewed participation metrics for the November Spartan Race.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

ADJOURNMENT

Adjourned at 1:31pm