



# MINUTES

## Visit SLO CAL Executive Committee

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### Visit SLO CAL Executive Committee Meeting

Thursday, March 13, 2025

12:00pm – 2:00pm

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

#### 1. CALL TO ORDER: 12:02pm

**PRESENT:** Amar Sohi, Mark Eads, Toni LeGras-Price, Clint Pearce, Hemant Patel, Hamish Marshall and Aaron Graves (both arrived after consent agenda)

**ABSENT:** none

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

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

##### ANNOUNCEMENTS

Reminder- Annual Bash on May 2; reminder of March and May board meeting dates.

#### CONSENT AGENDA

##### 3. Approval of January 9, 2024 Executive Committee Meeting Minutes

##### 4. Approval of December 2024 Visit SLO CAL Financials

##### 5. Approval of January 2025 Visit SLO CAL Financials

Committee Discussion – None.

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

**Motion: 5:0**

#### CEO REPORT

#### 6. Visit SLO CAL CEO Report

Cartier shared the monthly STR report for January, noting that every community saw positive increases, and the weekly reports for February have shown to be strong so far. Cartier highlighted a recent meeting held with Congressman Jimmy Panetta, shared a recap of the REACH Action + Ideas Summit, and provided a recap of the CalTravel Winter Board meeting. Cartier shared a recap of the Visit California Winter Board meeting and Outlook Forum. Cartier sought Committee feedback on the upcoming plans to create a four-year strategic plan, instead of a three- year plan, which would bring us through the current TMD (2030). Cartier reviewed the recent Cal Poly EIM Advisory Council meeting. Cartier shared a recent TOT long term stay concern and sought Committee feedback on what they're experiencing in their respective communities. Cartier announced a recent Audi commercial which was filmed in Downtown San Luis Obispo thanks to the work of the SLO CAL Film

Commission. Cartier sought Committee feedback on whether the Executive Committee meeting time should change in the next fiscal year. Cartier announced her recent Visionary Award from Smart Women in Meetings. Cartier shared her upcoming travel schedule.

Committee Discussion. The Committee was supportive of creating Strategic Direction 2030 instead of Strategic Direction 2029. The Committee did not feel that long term stay is a concern in their communities. The Committee agreed that the noon start time still worked well.

**Business Items**

**7. Retirement Plan Trustee**

Braunschweig presented the corporate resolution document required by Principal Financial Group in order to remove former CEO, Chuck Davison as 401(k) plan trustee, and add Ann Braunschweig.

Committee Discussion – None.

**ACTION:** Moved by **Graves/Marshall** to approve the corporate resolution to remove Chuck Davison as plan trustee for the VSC 401(k) plan and designate Ann Braunschweig as the new trustee.

**Motion: 7:0**

**8. HWY 1 Roundtable**

Cartier provided a recap of the February 24 HWY 1 Roundtable meeting held in San Simeon with CalTrans, See Monterey, hoteliers, and Dawn Addis' office. The meeting was well attended and helped identify the lack of communication from CalTrans to the business owners and residents effected by the road closures. Cartier shared several photos and videos which illustrated the continuous slide activity and reason for the long-term delays. Cartier shared a recent request for the establishment of a HWY 1 Task Force group in effort to help form better communication and understanding between CalTrans, Visit California, the Coastal Commission, and help promote advocacy work on the issue.

Committee Discussion. The Committee was supportive of the HWY 1 Task Force group, and felt it is imperative to focus on, if staff bandwidth allows.

**9. Airline Development**

Cartier shared a recap of the Routes Americas Air Service Conference, gave an update on Alaska Airlines and American Airlines SBP service, and highlighted that SBP had a record-breaking year.

Committee Discussion- None.

**10. Investment Portfolio Review**

Braunschweig provided an update on the Morgan Stanley investment portfolio, as it has now hit the six-month mark of moving from passively managed to actively managed. Braunschweig shared a snapshot of the last 90 days of performance and current asset allocation.

Committee Discussion- None.

**11. Executive Committee and Board Seats**

Cartier highlighted the current slate of Executive Committee seats, shared the dates for the application process, and noted which seats are up for renewal (Toni LeGras-Price, Nipool Patel, Britt Shuford, Hamish Marshall, Mark Eads, and Bryan Bonelli).

Committee Discussion- The Committee discussed the potential new slate, but no action was taken.

## **12. Marketing, Travel Trade & ESC 2050 Updates**

Cano shared the concepting for the new brand campaign “Detour-ists Welcome” and the roadmap for the 18-month renewal of all “The Land Of...” assets. Cano highlighted the launch of Wine-O-One and shared several videos. Belsanti highlighted several local media coverage metrics, gave an update on advocacy work surrounding Type 47 Liquor Licenses and the Bob Jones trail.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

## **ADJOURNMENT**

Adjourned at 1:50pm