



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting

Thursday, August 14, 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: Aaron Graves, Hamish Marshall, Hemant Patel, Amar Sohi, Toni LeGras-Price, Mark Eads

ABSENT: Clint Pearce

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

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Cartier reminded the Committee to sign their annual forms (Board member guidelines and conflict of interest), shared a reminder of the November 7 Central Coast Economic Forecast, and a reminder of the November 14 SLO CAL Summit.

CONSENT AGENDA

3. Approval of May 22, 2025 Executive Committee Meeting Minutes

4. Approval of May 2025 Visit SLO CAL Financials

Committee Discussion – None.

ACTION: Moved by **Eads/Graves** to approve the Consent Agenda.

Motion: 5:1:0 (LeGras-Price abstained)

CEO REPORT

5. Visit SLO CAL CEO Report

Cartier shared a recap of the June STR report, noting that Atascadero continues to see soft numbers, whereas Paso Robles saw an increase; thus far, August has been mixed results. Cartier noted the SBP closure due to runway construction from September 22 – 24. Cartier highlighted the dates for SLO CAL Open and noted it is transitioning from being run by Surfing for Hope to The World Surf League, with the VSC sponsorship remaining the same. Cartier shared important dates to note for the Cal Poly upcoming school year and the new dates for the 2026-2027 academic calendar which will move to a semester system. Cartier highlighted the potential minimum wage increase for the City of Los Angeles and shared a recap of the July 17 visit to Regent's Slide at HWY 1. Cartier provided a recap of the U.S. Travel Summer Summit and Board meeting and noted her upcoming travel schedule.

Committee Discussion- None.

Business Items

6. TMD Renewal Timeline

Cartier shared an update on the revised TMD Renewal timeline, noting that it will now begin in 2027 based on further conversations with each city manager, and noted the Core Advisory Committee meeting scheduled for October 30. Cartier shared a recap from the two steering committee meetings, highlighting that the group voiced there is universal support from lodging for renewal of the district without an assessment change, as there is more work to be done to establish what the dollars would be used for. The steering committee shared lodging's support for the revision to the short-term rental language regarding required reporting on the platform, and support for changing the B&B seat to an at-large seat. Cartier highlighted plans to identify and define the work VSC does versus the local TBIDs/CBIDs, and how we work together. Cartier shared plans to hire Jocelyn Brennan as a consultant to help with local outreach.

Committee Discussion – Sohi voiced support for hiring Brennan and shared that he plans to discuss at city council meetings who VSC is, and the work being done. LeGras-Price shared that there's been strong growth in the short-term rental space, specifically in the Paso Robles area and offered to share a chart to illustrate the growth.

7. Investment Portfolio Update

Braunschweig provided a quarterly investment portfolio update, reminding the Committee that as of last fall, the portfolio moved to be actively managed. Braunschweig shared the asset allocation: 70% fixed income, 20% equities, and 10% cash; while the cash side is slightly heavy, some will be used for the upcoming brand campaign.

Committee Discussion- None.

8. Strategic Direction 2029

Braunschweig highlighted the timeline for the Strategic Direction 2029 planning which is being conducted by Matthew Landkamer of Whereabout and will include a similar process as previously with establishing a planning team, collecting stakeholder engagement, a review of VSC's mission, values and vision, with completion set for March 2026.

Committee Discussion- None.

9. Partner Satisfaction Survey Results

Cartier noted that as part of the FY 25 Organizational OKRs, VSC produced a partner satisfaction survey, which included a goal of 90% engagement. Cartier thanked the team for their hard work on the process which included defining what engagement means and creating a matrix to determine the levels of engagement. Cartier shared the results which included a net promoter score of 97 and highlighted feedback from the open-ended responses.

Committee Discussion. Graves applauded the efforts and suggested marketing more heavily in SLO CAL directly, perhaps something like a daily text message highlighting what is happening in the region and the work being done. Graves shared that VSC is doing great work and needs to broadcast it more in the community. Cano commented that there is stronger camaraderie now with the local Chambers as VSC is now a member of all of them, which was not the case in the past.

10. Annual Audit & Financial Update

Braunschweig noted that the annual audit conducted by Glenn Burdette is currently in progress, and TMD revenue adjustments are still being submitted, with preliminary TMD revenue up 1% over reforecast and up 1% over prior year. Braunschweig shared that there are currently no findings to date, and Erin Nagle of Glenn Burdette will present the full audit at the September Board of Directors meeting.

Committee Discussion- None.

11. Volaire Air Service Conference

Cano shared that a representative from Volaire was recently visiting SLO CAL to conduct site visits for the 2026 Volaire Air Service conference, which is targeted for mid-April, with 75-100 attendees expected, and shared that a Save-the-Date will be announced at the November TakeOff Air service conference in Florida.

Committee Discussion- None.

12. Marketing, Travel Trade & ESC 2050 Updates

Cano shared the new brand spots for the new campaign “Turns Well Taken” and highlighted the filming locations. Cano noted the partnership with Firestone Walker “Tapped into SLO CAL” which will be a multi-episodic series and highlight the creation of an exclusive beer that will launch at the Firestone Walker Invitational in May as their beer of choice. Cano shared upcoming plans for the Sounds of SLO CAL project, highlighted the recent local advertisements used throughout the region, and shared an update on the visitor profile study. Belsanti provided an IPW recap, and shared metrics from earned media, social media, and highlighted ESC 2050 and Advocacy items including an update on Last Mile Transportation and SLO CAL Welcome.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

ADJOURNMENT

Adjourned at 2:02pm