



# MINUTES

## Visit SLO CAL Executive Committee

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### Visit SLO CAL Executive Committee Meeting

Tuesday, September 16, 2025

12:00pm – 2:00pm

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

#### 1. CALL TO ORDER: 12:04pm

**PRESENT:** Aaron Graves, Hamish Marshall, Hemant Patel, Amar Sohi, Toni LeGras-Price, Clint Pearce

**ABSENT:** Mark Eads

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

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

##### ANNOUNCEMENTS

Cartier reminded the Committee of the Board of Directors meeting the following morning and the October 16 Executive Committee meeting, shared that the November 3 Executive Committee meeting will be cancelled, notified the Committee that Charles Amian has resigned from Pismo Coast Village RV Resort, leaving the RV Park seat vacant, and notified the Committee that office manager Jessie Borchin has resigned (not returning from maternity leave). Cartier shared reminders of the October 29 Brown Act training and the November 7 Central Coast Economic Forecast, wished a congratulations to the Graves family on the birth of their son and the opening of The Ava Hotel, and gave a reminder of the November 13 SLO CAL Summit.

#### CONSENT AGENDA

#### 3. Approval of August 14, 2025 Executive Committee Meeting Minutes

#### 4. Approval of June and Year End 2025 Visit SLO CAL Financials

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

Committee Discussion – None.

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

**Motion: 6:0**

#### CEO REPORT

#### 6. Visit SLO CAL CEO Report

Cartier shared a recap of the July STR report, highlighting the continued softening across several communities. Cartier provided an update on AB 1008, noting that it's been approved in the Senate and Assembly and is waiting for the Governor's signature by October 13. Cartier shared an update on the City of Los Angeles hotel and airport worker minimum wage increase which will be \$30 per hour by 2028 for hotels with 60 rooms or more. Cartier highlighted her participation on the HWY 1 Tourism Alliance (CBID) steering committee as they

will move from an '89 district to a '94 district, noting that their goal is to have the new district in place by October 1, 2026, with a five-year term. Cartier shared her upcoming travel schedule.

Committee Discussion- None.

## Business Items

### 7. FY 25 Annual Audit

Braunschweig presented the FY 2025 audit, sharing that this was the tenth consecutive year of a clean audit, with no findings or adjustments. Braunschweig shared the routine financial adjustments, audited net income, and the cumulative operating surplus carried forward. Braunschweig noted that Erin Nagle, of Glenn Burdette, will attend the Board of Directors meeting the following day to present the audit.

Committee Discussion – None.

**ACTION:** Moved by **Marshall/Graves** to recommend Board approval of the FY 2025 Visit SLO CAL Audited Financial Statements and related report, as conducted by Glenn Burdette.

**Motion: 6:0**

### 8. FY 25 Annual Report

Cartier presented the FY 2025 Annual Report, sharing a reminder that printed copies will be mailed soon. Cartier noted that while occupancy, RevPAR and supply were up, TOT was slightly down, however the variance is due to the timing of remittance and collections. Cartier highlighted that there were no major shifts in arrivals or origin markets and reviewed the highlights from each department (earned media, owned media, paid media, partnership and events, sales, film SLO CAL, advocacy, experience SLO CAL 2050, and a budget overview).

Committee Discussion- None.

**ACTION:** Moved by **Patel/LeGras-Price** to recommend Board approval of the FY 2025 Annual Report.

**Motion: 6:0**

### 9. HRM Consultants Proposal

Cartier presented the proposal for HRM Consultants work (Jocelyn Brennan) supporting the TMD Renewal process, which will be a 26-month engagement; Cartier shared the proposed timeline and scope of work, highlighting four phases, with the work beginning in October 2025 and ending in approximately December 2027, with some flexibility in the timeline.

Committee Discussion- LeGras-Price asked if Brennan will be giving weekly reports, Cartier replied that there will be reports and regular check in meetings and will be attending meetings with her as well. Pearce commented that it makes a lot of sense to bring Brennan in as the process is incredibly time consuming and the needs of the organization cannot be ignored during the renewal process.

**ACTION:** Moved by **Pearce/LeGras-Price** to approve the contract with HRM Consultants as presented.

**Motion: 6:0**

## **10. Strategic Direction 2029**

Braunschweig shared an updated on the Strategic Direction 2029 process, with 22 participants invited for stakeholder interviews; a survey that will be distributed to investors, partners, and stakeholders; and two half-day planning sessions during the month of November.

Committee Discussion- LeGras-Price suggested that there should be short-term rental representation in the group.

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

In Cano's absence, Cartier shared a recap of Cano's recent trip to Madison, WI for the Chamber Economic Vision trip, shared the confirmed dates for the Volaire Air Service Conference, provided a recap of the meeting planner FAM, and upcoming sales activities (tradeshows and FAMs). Belsanti shared a recap of the recent agency immersion, highlighted the Sunset Magazine Travel Award win, and shared several social media metrics. Belsanti shared several ESC 2050 & Advocacy items, noting that SLO CAL Welcome is updated and available again, a request to SLOCOG to change the messaging of the "Local Roads First" tax campaign, and a change to the fee model on the AirBnB platform which goes into effect October 27, 2025.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

## **ADJOURNMENT**

Adjourned at 1:01 pm