# MINUTES
## Visit SLO CAL Executive Committee

**Visit SLO CAL Executive Committee Meeting**
**Monday, April 27, 2026**
**12:00pm – 2:00pm**
**Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA**

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

**PRESENT: Hemant Patel, Amar Sohi, Hamish Marshall, Toni LeGras-Price, Aaron Graves, Clint Pearce, Mark Eads**
**ABSENT: None**
**STAFF PRESENT:** Cathy Cartier, Annie Braunschweig, Emily Rudge, Molly Cano

---

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

**ANNOUNCEMENTS**

Cartier shared a reminder of the Annual Bash and announced the date of the SLO CAL Summit.

## CONSENT AGENDA

**3. Approval of March 19, 2026 Executive Committee Meeting Minutes**
**4. Approval of March 2026 Visit SLO CAL Financials**

Committee Discussion – None.

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

**Motion: 7:0**

## CEO REPORT

**5. Visit SLO CAL CEO Report**

Cartier shared the March STR report which reflected strong increases due to HWY 1 reopening, with Atascadero remaining down due to an increase in inventory in Paso Robles. Cartier shared photos from The Carlton Hotel Ribbon Cutting Ceremony. Cartier highlighted the 2025 visitation metrics from Tourism Economics. Cartier noted the potential jet fuel shortages due to the war in Iran, affecting both domestic and international flights. Cartier highlighted several updates from SBP including flight schedules, the renewal of the contract with the County, and shared the new B2B video. Cartier shared a recap of the DI CEO Summit, highlighting themes and key takeaways. Cartier noted her recent speaking engagement with the South County Chamber at the Business Summit Panel in which Cartier highlighted tourism and visitation trends. Cartier announced the new tenant, Adam Montiel, which will now use an office at VSC and call it "SLO CAL Studios." Cartier announced her 360 assessment which will be conducted by Matthew Landkamer of Whereabout, with the survey fielded May 1 – May 10, with findings shared at the May 28 Compensation Committee Meeting. Cartier noted her upcoming travel schedule.

Committee Discussion- None.

## Business Items

### 6. 2025 Dean Runyan Economic Impact of Tourism

Cartier shared the key takeaways from the 2025 Dean Runyan Economic Impact of Travel report, which reflected a 3.8% increase in SLO CAL in direct visitor spending. The report reflected 24,580 jobs created by tourism with visitors funding $215.5 million in public services, with $112.5 million in local tax revenue and $81.2 million in TOT. The report highlighted every lodging sector grew in 2025, which is a healthy sign that one segment is not concentrated. Cartier noted that a call is being requested with Visit California to get additional clarity on the Dean Runyan report on how inflation is being factored in. Cartier highlighted the strategic implications as well.

Committee Discussion- None.

### 7. Volaire Air Service Conference Recap

Cartier shared a recap of the successful Volaire Air Service Conference, which was sponsored by VSC, with events held at Hotel SLO and The Cliffs. The airlines attended: Alaska, Allegiant, American, Avelo, Breeze, Contour, JSX, SkyWest, Sun Country; Cartier noted several key takeaways from the meetings with attending airlines. Cartier shared a recap video of the conference.

Committee Discussion- None.

### 8. VSC Outreach Plan

Cartier announced the upcoming plans for individual city council outreach with Jocelyn Brennan and Whitney Chaney which will focus on the economic impact tourism, the value of what VSC does, and begin to build relationships.

Committee Discussion- None.

### 9. Executive Committee Seats and Board Applications Discussion

Cartier noted the current slate of Executive Committee seats and shared a reminder of the current vacant seats and seats up for renewal. Cartier highlighted the board applications received.

Committee Discussion- Graves commented that he'd be happy to stay on as secretary.

### 10. Review of FY 27 Budget Items

Braunschweig shared a preliminary overview of the FY 27 budget, including the initial TMD assessment revenue estimate, noting an estimated 1-2% year over year increase planned. She noted that VSC is managing to a break-even budget for the fiscal year. Braunschweig shared budget items of note, including additional funds for the paid media budget, a brand awareness study, and a new event, the Del Mar Food & Wine event which will be offered as a co-op. She outlined several large initiatives which will be funded by reserves, including a new website solution, an AI initiative, meetings research study, TMD renewal, and Turns Well Taken Assets.

Committee Discussion- The Committee commented that they were supportive of moving forward with the website RFP.

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

Cano shared an update on Tapped into SLO CAL, two of five have currently launched and are performing well, and noted that the beer will launch on May 30 at the Beer Invitational and will then be available at the Firestone Walker Emporium and the Brewhouse; the beer will only be available while supplies last, approximately 6-8 weeks. Cano highlighted the first three episodes of Where The Music Takes You. Cano shared the performance reports from SLO CAL Open for both Morro Bay and Pismo Beach. Cano gave several Sales team updates and highlighted the UK Trade Incentive program which drew in over 145 room nights across 112 unique bookings from 10 UK tour operators. Cano noted the upcoming IPW tradeshow in Fort Lauderdale, FL and announced a lunch sponsorship by Visit California. Cano announced several RFPs that were recently won (Volaire and CALAFC) and highlighted earned and owned media updates. Cano highlighted the recent Film Commission FAM and permitting partner event. Cartier shared several updates on ESC 2050 and Advocacy including the Oceano Dunes closure, AB 1585 regarding American Wine Labeling, AB 720 regarding Estate Vineyard Tasting, SB 1318 regarding Short Term Rental Permits, and SB 690 regarding Invasion of Privacy Act. Cartier shared a recap of Destination Capitol Hill which was attended by Whitney Chaney in Washington D.C.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

**ADJOURNMENT**

Adjourned at 2:11pm