MINUTES
Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting
Thursday, August 6, 2026
12:00pm – 2:00pm
Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA

1. CALL TO ORDER: 12:03pm

PRESENT: Amar Sohi, Toni LeGras-Price, Aaron Graves, Clint Pearce, Mark Eads
ABSENT: Hamish Marshall, Hemant Patel
STAFF PRESENT: Cathy Cartier, Annie Braunschweig, Emily Rudge, Molly Cano, Ashlee Akers

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2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

Cartier reminded the Committee to sign their Annual Conflict of Interest forms and Board Member Guidelines, shared the announcement of the new Visit California CEO Julie Coker, and shared a reminder of the SLO CAL Summit Save the Date.

CONSENT AGENDA

3. Approval of May 28, 2026 Executive Committee Meeting Minutes
4. Approval of May 2026 Visit SLO CAL Financials

Committee Discussion – None.

ACTION: Moved by **Graves/LeGras-Price** to approve the Consent Agenda.

Motion: 4:0 (Eads not present for vote)

STANDING ITEMS

5. Visit SLO CAL CEO Report

Cartier announced the renewed recognition VSC received by the SLO Chamber as being a Family-Friendly workplace. Cartier shared an update on the Bob Jones Trail extension project. Cartier provided an update on the new website redesign and RFP process and thanked Matt Halvorson for his efforts on the process and highlighted that the three vendors to be used as a Simpleview replacement have been selected: Hubspot, Tempest and The Shipyard, which goes into effect by July 1, 2027. Cartier provided a recap of the U.S. Travel Association Board meeting. Cartier highlighted a conversation regarding HWY 1 that was recently held with Britt Shuford and See Monterey; Shuford suggested creating a HWY 1 task force to establish proactive solutions surrounding larger protections to maintain road maintenance to keep HWY 1 open especially as predictions are being made for an El Nino weather pattern this winter. Cartier requested Committee feedback on the formation of a Task Force in partnership with VSC and See Monterey. The Committee was supportive of engagement, and

Cartier encouraged those who are interested to let her know. Cartier shared plans to present the Annual Report at the County Board of Supervisors meeting on October 20. Cartier provided several SBP updates on air service routes and schedules. Cartier announced that Hamish Marshall has sold SLO Brew Lofts and will resign from his seat on the Board and Executive Committee. Cartier shared her upcoming travel schedule.

Committee Discussion- None.

6. Destination Lodging Performance

Cartier shared an overview of recent visitation trends from U.S. Travel Association on the first half of 2026 for both domestic and international travel. Braunschweig shared metrics for SLO CAL which are trending higher due to the reopening of HWY 1. Braunschweig highlighted data from the June Board Intelligence report which reflected highest occupancy since 2022, but also noted that RevPAR growth is trailing the state and coastal competitive set for the third month in a row. Braunschweig shared vacation rental data from the June Board Intelligence Report which showed an 87% higher nightly rate compared to June 2025. Braunschweig highlighted performance is tracking much higher than forecasted. Braunschweig shared a snapshot of TMD dollars by community.

Committee Discussion- Sohi commented that he would like to continue to see the STR report in addition to the Board Business Intelligence Report; LeGras-Price thanked Cartier for including the Short-Term Rental data.

Business Items

7. FY 26 Preliminary Financial Results and Audit Update

Braunschweig highlighted preliminary TMD revenue, operating expenses and net income surplus for the fiscal year ended June 30, 2026. She also shared assessment revenue over time and noted significant increases in assessment revenue to finish out the fiscal year. Braunschweig shared several suggested uses for the surplus funds: increase for website redesign, increased programming that was previously tabled due to budget reductions, initial phase for branding and logo redesign, and reduction in the amount that was previously planned to pull from reserves for FY 37. Cartier requested Committee feedback on the direction of surplus uses. Braunschweig shared an update on the Annual Audit process, noting there are currently no findings to date.

Committee Discussion- The Committee was supportive of the several suggested uses for the additional operating surplus.

8. City Council Member Meetings Update

Cartier highlighted the ongoing meetings being held with every community's city council members, in which they'll review who VSC is, what work is being done and how we focus on marketing for the entire region. Cartier noted which meetings that have already been held and which ones are upcoming.

Committee Discussion- None.

9. HWY 1 Tourism Alliance 1994 District TMD Update

Cartier shared an update on the HWY 1 Tourism Alliance 1994 District which was approved at the July 28 Board of Supervisors meeting. Cartier noted that VSC provided a letter of support and Whitney Chaney provided public comment. Cartier highlighted the process for their petition drive and the voting record for the Board of Supervisors.

Committee Discussion- None.

10. Del Mar Wine & Food Festival

Cano highlighted the new activation taking place in San Diego in October. The activation will be joined by 22 wine partners, 4 destination partners, and a SLO CAL musician. The activation will be a co-op program with San Luis Obispo, Pismo Beach and Paso Robles. Cano praised Alyssa Manno for her hard work on the project.

Committee Discussion- None.

11. Marketing, Travel Trade & ESC 2050 Updates

Cano noted that Akers' absence from the Committee meeting due to a meeting with Visit California at Hearst Castle and announced the upcoming premiere of the HWY 1 film which will include an event at Hearst Castle. Cano shared a recap of the recent Turns Well Taken shoot featuring families. Cano provided a recap of the Where the Music Takes You content series, shared a trailer of one of the videos and highlighted the campaign release timeline. Cano provided a recap on social media engagement metrics, shared earned media coverage highlights, and highlighted a World Cup influencer FAM co-op. Cano highlighted several sales updates including a recent FAM, and the meetings research which is being conducted by Heart & Mind. Cartier highlighted several ESC 2050 updates including a change to AirBnB host fees, shared an update on the Los Angeles "Olympic Wage" increases which will now be postponed. Cartier shared a change to San Diego tourism worker wage changes, and AB 518 which regards low impact camping.

Committee Discussion- None.

Cartier highlighted upcoming meetings and important dates.

ADJOURNMENT

Adjourned at 1:58pm