



# MINUTES – JOINT MEETING

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## Visit SLO CAL Advisory Committee Core Group & Executive Committee

### Visit SLO CAL Executive Committee Minutes

Thursday, October 13, 2022

12:00pm – 1:00pm

VSC Office, 81 Higuera St, Ste 220, San Luis Obispo, CA, 93401

**1. CALL TO ORDER:** Aaron Graves

**PRESENT:** Aaron Graves, Hemant Patel, Clint Pearce, Amar Sohi

**ABSENT:** Mark Eads, Cathy Cartier

**STAFF PRESENT:** Chuck Davison, Emily Rudge

**Call to Order at 12:06pm.**

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

None.

### ANNOUNCEMENTS

Davison shared that during the recent CalTravel Summit Live Auction, SLO CAL's auction item received the highest bid of any package, with a final bid of \$8,500, and the event helped raise \$98,000 for the PAC. Davison shared a reminder of the upcoming Luxury Forum events during October 23-26, and the November 4 Central Coast Economic Forecast.

### CONSENT AGENDA

#### 3. Approval of September 19, 2022 Executive Committee Meeting Minutes

Public Comment- None.

Committee Discussion.

**ACTION:** Moved by **Patel/Sohi** to approve the Consent Agenda as presented.

**Motion carried: 4:0**

### CEO Report

#### 4. CEO Report

Davison shared the most recent weekly STR report, commenting that while the numbers remain flat, more rooms were sold this year, and a countywide ADR of almost \$200 per night is excellent. Davison shared an update on the Morgan Stanley CD Ladder structure, noting that there are some CDs that are coming due in the next 12 months, and the recent timing of the decision to move \$600,000 from cash to CDs worked out well, as strong yield will be seen. Davison shared a staffing update, announcing the resignation of David Fields on October 7, and the reengagement of Annie Braunschweig, the former VSC controller for 5 years. Davison highlighted the decision to adjust the VP of Finance role to a VP of Administration role which

will oversee Finance, Operations, IT and HR and the position will be posted within a few days. Davison shared the recent addition to the team, Mayla Lohnes, PR & Communications coordinator. Davison shared a recap of the CalTravel Summit which was held in Palm Desert from October 3 -5, noting that this was the largest Summit CalTravel has ever hosted. Davison shared upcoming travel for the month of October.

Public Comment- None.

Committee Discussion.

## **BUSINESS ITEMS**

### **5. ESC 2050 Update**

Davison provided an update on the SLO CAL Welcome Customer Service training program, noting that the English site will go live during the first week of November and the Spanish site will go live by early December. He shared that the VSC team will be looking for assistance from the Board and Marketing Committee for leadership and adoption of this program.

Public Comment – None.

Committee Discussion.

### **6. Resident Tourism Sentiment Study Proposal Update**

Davison outlined the project timeline for the Resident Sentiment Study, sharing that the report presentation will be delivered to the Board during the May 17, 2023 meeting, with the co-op partner findings and reports delivered by June 2023. He shared that the co-op partners are currently Pismo Beach and Morro Bay, and the deadline for co-op commitment is November 1.

Public Comment – None

Committee Discussion.

### **7. Travel Trade & Marketing Update**

Davison shared the recent WTTC Content Partnership which included filming during the week of September 19 and a destination spotlight video series showcasing the development and growth of sustainability throughout SLO CAL. Davison shared a brief video of the raw footage captured. Davison announced the recent Visit California campaign, “Kidifornia” which featured two SLO CAL destinations, Pismo Beach and Paso Robles, and that SLO CAL was the only destination with two locations featured. Davison shared a reminder of the upcoming Destination Summit which takes place on November 10, and announced the plans for a 2023 Spartan Race to be held at Santa Margarita Ranch again, with hopes to move the race from November 11 to November 4 in order to move it away from a holiday weekend. Davison provided an update on the Luxury Forum, sharing a layout for the planned Garden Street event which is a Farmers’ Market inspired dinner, and shared a reminder of the events taking place on both Monday and Tuesday.

Public Comment – None

Committee Discussion.

## **ADJOURNMENT**

Adjourned at 1:02pm.