



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, November 7, 2022

12:00pm-2:00pm

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

1. CALL TO ORDER: Amar Sohi

PRESENT: Amar Sohi, Mark Eads, Clint Pearce, Hemant Patel

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 11:59am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Reminder: Destination Summit on November 10 and Board of Directors Meeting on November 16.

CONSENT AGENDA

3. Approval of October 13, 2022 Executive Committee Meeting Minutes

4. Approval of September Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

5. CEO Report

Davison shared the week of October 23 STR report data, commenting that it was a really strong week of performance and Atascadero has seen an uptick in the past year. Davison shared positive feedback received regarding the November 3 Advisory Committee meeting, and a recap of the November 4th Central Coast Economic Forecast. Davison provided a staffing update, noting that the VP of Administration role was posted on October 18 and shared several billing discrepancies discovered following the departure of David Fields. Davison highlighted a new Visit California CEO Mission opportunity in

Japan with Visit California which is slated for March 12 – 15, 2023. Davison shared several upcoming meeting adjustments to be made due to schedule conflicts. Davison highlighted advocacy updates surrounding fire insurance, incidental camping and workforce housing. Davison provided an update on the election outlook and planned follow up of the election taking place the following day. Davison shared a SLO CAL Welcome program update which is set to launch by mid-November and will be followed by presentations by VSC staff at upcoming Committee meetings, TBID's and Chamber meetings to help educate investors, partners and stakeholders. Davison shared his upcoming travel schedule.

Public Comment – None.

Committee Discussion. Pearce shared his and the SLO TBID's excitement for SLO CAL Welcome and that it will be handed down to the hotels. Davison commented that champions and ambassadors from a few organizations are needed and will be really helpful.

BUSINESS ITEMS

6. FY 2022 Tax Return

Davison reminded the Committee that the FY 2022 Tax Return was provided in their agenda packet and that with the exception of correcting a few of the Committee member's past titles, that the Tax Return was ready for Glenn Burdette to finalize and file upon Committee approval.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Pearce/Eads to approve Visit SLO CAL's FY 2022 Tax Return for filing.

Motion carried: 4:0

7. Cal Poly Endowment/Scholarship and EIM Lab

Davison shared the opportunity to establish a Visit SLO CAL Endowment/Scholarship and EIM Lab sponsorship with Cal Poly, which Davison suggested would be funded by non-TMD funds. He noted this would be an investment in the future and there would be several options to consider when creating the endowment/scholarship including specific criteria such as must be an EIM major or come from an underprivileged background. Davison highlighted that the minimum requirement for an endowment is \$25,000 which would then use the 4% interest earned to put into a scholarship of \$1,000 a year. Davison noted that a contribution to the EIM lab would be a one-time gift of \$25,000 to establish Visit SLO CAL as a founding partner and can be paid in one sum or split over 5 years.

Public Comment – None.

Committee Discussion. Eads commented that \$1,000 a year is likely too small of an amount to give. Pearce agreed that it is almost counter-productive if it's too small. Pearce proposed to fund the scholarship annually with perhaps a 5-year pledge of at least \$5,000 a year.

ACTION: Moved by Pearce/Eads to recommend for Board approval the establishment of a Visit SLO CAL- Cal Poly Endowment/Scholarship at a \$50,000 endowment, an annual \$5,000 scholarship for 5 years, and \$25,000 as a one-time donation for the EIM Lab.

Motion carried: 4:0

8. Luxury Forum Recap

Davison highlighted the Luxury Forum and the positive feedback received, especially how much depth it created with the SLO CAL Crafted partners as it helped them see the value in the program other than the videos we produce. Davison shared a video recap and noted the mention of Luxury Forum in the Visit California newsletter which reaches 6,000 travel advisors and other trade contacts.

Public Comment – None

Committee Discussion.

9. Travel Trade & Marketing Update

Cartier shared an update on the WTTC Content Partnership, noting that the trailer video will launch in mid-December and the content series will roll out in January. Cartier shared the upcoming plans to hold an RFP for International Trade and PR representation in the UK and Ireland, with presentations in London to take place in early December and a contract start date of January 2, 2023.

ANNOUNCEMENT OF CLOSED SESSION ITEM

10. Internal Investigation

Cartier and Rudge exited the room for closed session.

CLOSED SESSION REPORT

No action was taken by the Committee during the Closed Session.

Davison noted the upcoming meeting dates.

ADJOURNMENT

Adjourned at 1:45pm.