



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Monday, September 19, 2022

12:00pm-2:00pm

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

1. CALL TO ORDER: AARON GRAVES

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

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 12:04pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of August 11, 2022 Executive Committee Meeting Minutes
4. Approval of June/Year End Visit SLO CAL Financials
5. Approval of July 2022 Visit SLO CAL Financials
6. Approval of August 2022 Visit SLO CAL Financials
7. Approval of FY 2022 Annual Report

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

8. CEO Report

Davison shared the week of September 4 STR report data, highlighting that the rates have fallen a bit, so occupancy is up, however he also noted that this is the first time in two years that students have truly been back to school in person, so data will now be a true comp to 2019. Davison shared some positive community feedback received from Ty Lewis, City Manager of Paso Robles, which Lewis noted his appreciation for the special market data report sent out on August 17. Davison

provided a staffing update, and a Morgan Stanley account update, stating that the CD ladder has been prepared but will be activated a week later due to an interest rate increase which will take place next week. Davison highlighted recent advocacy efforts, noting that the Federal Employee Per-Diem rate has been increased, Visit SLO CAL has joined CHUC (California Hospitality United Coalition), and the SLO CAL Welcome Customer Service Training Program curriculum review will be completed by September 30, with the program platforms launching this fall in both English and Spanish. Davison noted his upcoming travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

9. Annual Audit Review

Davison announced the completion of the Annual Audit which resulted in a clean audit, with no findings or weaknesses for the seventh year in a row. Davison noted Glenn Burdette's recommendation to establish an audit committee within the Board which would meet approximately 3 times throughout the Audit process and jointly present the Audit to the Board. Davison also noted Glenn Burdette's recommendation of a change to reporting regarding in-kind donations, which is often not applicable to Visit SLO CAL.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Eads/Sohi to recommend Board approval of Visit SLO CAL's FY 2022 Audit.

Motion carried: 5:0

10. Strategic Direction 2026 Consultant Contract

Davison shared the plans to utilize Matthew Landkamer of Whereabout (formerly Corragio) to facilitate the development of Strategic Direction 2026. The process would remain similar to previous years in that it would include 3 phases- Discovery & Analysis, Strategy Development, and Implementation. Landkamer would conduct surveys, interviews and workshops with investors, partners & stakeholders to create shared ownership & buy-in. Davison highlighted that the work would begin in November and be brought to the Board for approval in March.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Patel/Eads to recommend Board approval authorizing the President & CEO to finalize the Strategic Direction 2026 Consultant Contract.

Motion carried: 5:0

11. Resident Tourism Sentiment Study Proposal

Davison shared an update on the upcoming Resident Tourism Sentiment Study proposal which was last done in 2017 and will evaluate the SLO CAL residents' opinions and perceptions surrounding tourism in their communities. The data collected is to be used for gathering awareness, identifying pain points and opportunities in the future, not necessarily solving the individual issues. Davison highlighted the project's overall cost as \$117,000, with a \$6,800 co-op opportunity for each community which will allow them to gain customized reports for their specific community with top-line findings and recommendations.

Public Comment – None

Committee Discussion.

ACTION: Moved by Pearce/Patel to recommend Board approval authorizing the President & CEO to finalize the Resident Tourism Sentiment Study Consultant Contract.

Motion carried: 5:0

12. FY 2021/22 Year-End Satisfaction Survey

Davison provided a recap of the results of the FY 2021/22 Year-End Satisfaction Survey results which had lower participation than in previous years, (a 29% decrease) thus resulting in lower ratings across each category. The largest pain points included the large selection of "no opinion" as a survey answer, which drove down results, in addition to a disproportionate number of non-lodging responses.

Public Comment – None

Committee Discussion. Davison and the Committee discussed the possibility of finding a new approach to engage with lodging partners and gather feedback more effectively, as the current approach is likely not suitable anymore for the current size of the organization and community.

13. Travel Trade & Marketing Update

Cartier highlighted the latest travel trade and marketing efforts which included the timeline for the 2023 Visitor Magazine, the plans for an International PR and Sales RFP for this winter, and a reminder of the agenda for the November 10 Destination Summit.

ADJOURNMENT

Adjourned at 1:32pm.