



MINUTES

Visit SLO CAL Executive Committee

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Meeting Minutes

Thursday, January 12, 2023

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, Clint Pearce, Hemant Patel, Aaron Graves

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

Call to Order at 12:03pm

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Reminder: Strategic Direction 2026 Focus Group sessions this week and survey is currently out; Board of Directors meeting on January 18 at the Courtyard by Marriott San Luis Obispo.

CONSENT AGENDA

3. Approval of November 7, 2022 Executive Committee Meeting Minutes

4. Approval of October Visit SLO CAL Financials

5. Approval of November Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

6. CEO Report

Davison noted that additional information was provided in the digital agenda packets: a special report from Tourism Economics and a Luxury Forum post event report. Davison provided a reminder of the upcoming changes to future meeting dates for the April Executive Committee meeting and the May Board of Directors meeting. Davison highlighted the weekly STR report, sharing that while occupancy slid a bit, the rate continued to hold, and it will be interesting to review next week's report with the winter storm data included. Davison shared the Strategic Direction 2026 Planning Team group and

provided a staffing update on the VP of Admin candidate search. Davison provided several advocacy updates: letters to Senator Laird regarding State Per Diem rate, testified to the Board of Supervisors regarding Rural Incidental Camping being considered to pay into TOT, and other matters pertaining to vacation rentals in Cayucos, sustainable offshore wind, and U.S Visa wait times. Davison highlighted the SLO CAL Resident Sentiment Survey which currently has 260 surveys completed and is due for completion in May 2023. Davison shared an update on SLO CAL Welcome, highlighting 235 participants so far and 61 businesses registered. Davison shared an update on the Cal Poly Scholarship and Endowment, requesting feedback on any changes to the existing recipient criteria. Davison noted upcoming travel dates.

Public Comment – None.

Committee Discussion. The Committee agreed to the terms of the recipient criteria of the scholarship and endowment as outlined, with the addition of managing the \$5,000 per year, five-year scholarship in-house in order to oversee the recipient selection process in order to be more engaged and invested in the process.

BUSINESS ITEMS

7. Beacon Economics Short-Term Rental Nexus Study

Davison shared the details of the proposal from Beacon Economics on the Short-Term Rental Nexus Study, reminding the Committee that this was approved by the Board in January of 2020 but never executed based on the request from the County during the TMD renewal. Davison reminded the Committee that Beacon performs economic research and policy analysis and is highly trusted by the County. Davison shared a reminder that the purpose of the study is to determine what relationship and impact vacation rentals may have, if any, on the workforce housing supply in the County broken down across 21 different communities. The project is due for completion by June 30 and proposed to cost \$70,000.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Patel/Pearce to recommend Board approval of the Beacon Economics STR/Workforce Housing Nexus Study proposal and allow the President/CEO to finalize the contract agreement.

Motion carried: 5:0

8. FY2022/23 Mid-Year Budget Reforecast

Davison provided a high-level overview of the FY2022-23 Mid-Year Budget Reforecast, highlighting the changes in revenue, expenses, net impact, and a review of each department's budget changes.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Pearce/Sohi to recommend Board approval of the proposed FY2022/23 Mid-Year Budget Reforecast.

Motion carried: 5:0

9. Travel Trade & Marketing Update

Cartier provided an update on the marketing team's recent efforts, highlighting the upcoming SLO CAL Open, the upcoming International PR/Trade RFP Presentations, the team's crisis communication efforts across all platforms during the recent winter storms throughout the County. Cartier announced the progress of the WTTC "Sustainable SLO CAL" campaign and shared a recent video that WTTC produced. Cartier shared an update on the Mural Trail, noting the completion of the Cambria mural and the schedule for the San Luis Obispo and Arroyo Grande painting dates. Cartier highlighted the recent partnership with Dylan Efron which featured his 3-part "Home County" series on YouTube and cross promotion on social media. Cartier shared a recap of the recent CalSAE Seasonal Spectacular, highlighting 9 one-on-one appointments, 87 new contacts, 6 new RFP's.

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 2:30pm.