



# MINUTES

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Meeting Minutes

Monday, February 13, 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 12:00pm**

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

None.

#### ANNOUNCEMENTS

Reminder: The next Strategic Direction 2026 Planning Group meeting is 2/22; Visitor Magazines are available; Cal Poly EIM Auction and Dinner is March 11; congratulations to SeaCrest and Atascadero Holiday Inn Express for being SLO CAL Welcome Experts in Service; additional EC support is needed in March and April for check signing due to travel schedule; custom Tourism Economics Report for calendar year 2022 in agenda packet.

#### CONSENT AGENDA

#### 3. Approval of January 12, 2023 Executive Committee Meeting Minutes

Public Comment – None.

Committee Discussion. Graves raised the question of the existing process in place for labor disputes, asking for guidance on the hierarchy and counsel process, and if Morris and Garritano is the appropriate resource. Davison noted the addition of this item in the March Executive Committee Agenda. Eads suggested adding Kathy Eppright to the discussion.

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

**Motion carried: 5:0**

#### CEO REPORT

#### 4. CEO Report

Davison highlighted the STR analysis for the month of December, calendar year 2022, and the weekly report for the week of January 29. Davison provided a staffing update, commenting that a recent VP of Admin candidate will not be moving forward in the process. Davison provided an update on the Cal Poly Scholarship, sharing that the contract has been signed

for the \$50,000 endowment and the \$25,000 lab sponsorship and the check has been sent. Davison shared that the endowment must be in place for a year before the scholarship can be offered. Davison noted he is currently sourcing best practices from DMO counterparts on the facilitation of the sponsorship program. Davison shared an update on Strategic Direction 2026, recapping meeting #1 and what is planned for meeting #2. Davison highlighted the Board of Directors seats that have terms due to expire and reminded the Committee that discussions are to begin in March on FY 2023/24 Executive Committee seat assignments. Davison shared the dates of upcoming meetings and events as well as his travel schedule.

Public Comment – None.

Committee Discussion.

## **BUSINESS ITEMS**

### **5. Community Engagement & Advocacy Update**

Davison shared an update on the various Community Engagement & Advocacy projects: SLO CAL Welcome, the Events & Festivals Strategy, Oceano Dunes Mitigation Study, and the Resident Sentiment Survey. Davison highlighted a participation breakdown by industry and community of SLO CAL Welcome individual experts and shared the plans for continuous outreach and engagement. Davison noted the ongoing efforts for the Events & Festival strategy, highlighting that the strategy is currently under internal review and that the search is in process for the agency to partner with on the Countywide Calendar. Davison shared an update on the Oceano Dunes Mitigation and Stewardship Study, highlighting that Phase 1 is completed and Phase 2 is in process, and that the workshop held on February 6 provided great feedback and representation. Davison noted that the stewardship plan will be shared at the May Board meeting. Davison shared that the Resident Sentiment Study online survey is live, with 1,118 surveys completed, with goals surpassed in Morro Bay and San Luis Obispo. Davison commented that the Spanish survey completions were low despite over 150 respondents who identified themselves as Hispanic or Latino.

Public Comment – None.

Committee Discussion.

### **6. Mid-State Fair Proposal**

Davison provided an update on the proposal details for a sponsorship opportunity with the Mid-State Fair and detailed the desire to advance the SLO CAL brand and ultimately educate more locals to socialize the “SLO CAL” terminology, and the array of benefits that are included for sponsors. Davison noted that an additional meeting with Tom Keffury is in process in order to further discuss details and other options to consider.

Public Comment – None.

Committee Discussion.

**ACTION:** Moved by Pearce/Eads to allow the President & CEO to negotiate the terms of a \$75,000 Sponsorship Opportunity for the 2023 California Mid-State Fair, to be reflected in the FY 2024 budget.

**Motion carried: 5:0**

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

Cartier provided an update on the marketing team's recent efforts, announcing the selection for the Sales and PR Agency for UK representation as MMGY Hills Balfour and shared that the contract and scope of work is currently being finalized, with a March 1 start date. Cartier shared the date of the upcoming Marketing Committee Retreat and provided a recap on results from SLO CAL Open in Pismo Beach, noting that the WSL now has a new benchmark on engagement for the Q3000 series due to the success of the Pismo Beach media results. Cartier highlighted new features in the current version of the Visitor's Magazine and the success of the VSC team in aggressive distribution. Cartier shared earned media success as SLO CAL has been named one of the best places to travel to in 2023 in both Conde Nast and Travel + Leisure Magazine.

Davison noted the upcoming meeting dates.

#### **ANNOUNCEMENT OF CLOSED SESSION ITEM**

##### **8. Internal Investigation**

Cartier and Rudge exited the room for closed session at 1:33pm.

#### **CLOSED SESSION REPORT**

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

#### **ADJOURNMENT**

Adjourned at 2:00pm.