



MINUTES

Visit SLO CAL Executive Committee

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Meeting Minutes

Thursday, March 2, 2023

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, Hemant Patel, Clint Pearce (arrived after call to order)

STAFF PRESENT: Chuck Davison, Cathy Cartier, Emily Rudge

ABSENT: Aaron Graves

Call to Order at 12:00pm

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Congratulations to Aaron and Katelyn Graves on the birth of their daughter. American Airlines Phoenix flight will move to A319 beginning April 1, four times daily. Reminder: the next Board of Directors Meeting is March 29 in our office.

CONSENT AGENDA

3. Approval of February 13, 2023 Executive Committee Meeting Minutes

4. Approval of January 2023 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion.

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

Motion carried: 4:0

CEO REPORT

5. CEO Report

Davison highlighted the STR report for the week of February 19, commenting on the rain likely impacting the dismal numbers. Davison highlighted two recent guest lectures given at Cal Poly. Davison announced the decision to hire Annie Braunschweig as the VP of Administration, moving Braunschweig from a contractor to a full-time role, and noted the compensation adjustment was approved by Graves and Patel. Davison provided an update on Strategic Direction 2026,

outlining the proposal draft (organizational values, objectives, strategies, key results) and the timeline for finalization and approval. Davison shared an update on a future opportunity for executive coaching and leadership development with Michael Gunther of Collaboration Consulting, outlining plans and sharing that a proposal is on its way. Davison announced the resignation of Tracy Campbell, VP of Community Engagement & Advocacy, sharing that she will move into a contractor role and the new role for a full-time VP of Community Engagement & Advocacy would be posted shortly. Davison shared that the marketing manager search is still underway, with several candidates in the final round of interviews. Davison highlighted his upcoming travel schedule.

Public Comment – None.

Committee Discussion. Davison commented on the tremendous lift required surrounding Strategic Direction 2026 's Objective 3: including "deliver regional tourism industry workforce plan by June 30, 2025" and requested Committee feedback on the need for either additional staffing to complete this work or remove it from the list of key results. Pearce voiced this initiative being parallel to ESC 2050 and its importance for VSC to take the lead on. Pearce shared that if it requires more staffing then so be it, but this work is imperative and no one else seems to want to take it on. Davison noted he will inquire with his counterparts at Outlook Forum if any other DMO's have a tourism industry workforce housing program.

BUSINESS ITEMS

6. Community Engagement & Advocacy Update

Davison shared an update on the various Community Engagement & Advocacy projects:. Davison provided updated numbers for SLO CAL Welcome detailing the participation breakdown by industry and community. Davison provided an update on the Resident Sentiment Survey, sharing that 2,028 surveys have been completed and the project is to be completed in May of 2023. Davison shared a recap of the number of meetings held with elected officials, highlighting the introductory meeting with Jimmy Panetta, who visited the VSC office on February 23.

Public Comment – None.

Committee Discussion.

7. Labor Law Process Review

Davison reviewed a draft pathway of the newly created internal investigation process which outlines when to engage the Board chair, who is the point of contact depending on who the complainant is, and the leadership succession pathway in order to maintain leadership at all times. Davison requested feedback on the ability to consider new labor law counsel.

Public Comment – None.

Committee Discussion. Committee was in full agreement of the draft pathway, with no additional feedback and supportive of the request to seek new labor law counsel.

8. Executive Committee and Board Member Seats

Davison provided a reminder of the Board Seat terms that will be ending at the end of the fiscal year and outlined next steps to determine who is interested in staying on the Board and Executive Committee, as well as when the application process will open. Davison requested feedback on suggestions for FY 2024 and expanding the Executive Committee to 7 seats.

Public Comment – None.

Committee Discussion.

9. Travel Trade & Marketing Update

Cartier shared an update on the FY 2024 Business and Marketing Plan content outline, announced that the WTTC content series will be live next week on the WTTC website and VSC will push the content in mid-March. Cartier shared a clip of the WTTC Sustainability Content Series. Cartier provided details of the SLO CAL Open at Morro Bay results and the overall media results.

Public Comment – None.

Committee Discussion.

Cartier and Rudge exited the room for the bonus discussion at 1:45pm.

10. President & CEO Annual Bonus Review

Davison reviewed the criteria set forth for the President & CEO's bonus compensation as part of the employment contract: 12.5% bonus is tied to Visit SLO CAL's operation, and a 12.5% bonus is tied to the delivery of Strategic Direction 2023 imperatives. Davison noted that detailed documentation of the results was provided to the Committee in advance of the meeting. Davison exited the room while the Committee discussed the Annual Review.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Patel/Eads to recommend Board approval of the President & CEO's annual bonus at 100%.

Motion carried: 4:0

Davison noted the upcoming meeting dates.

ADJOURNMENT

Adjourned at 2:00pm.