



AGENDA NO: 6.c

MEETING DATE: April 28, 2026

Staff Report

TO: Honorable Mayor and City Council

DATE: April 13, 2026

FROM: Dana Swanson, City Clerk

SUBJECT: Reappointment of Hemant Patel to the Visit SLO CAL Board of Directors

RECOMMENDED ACTION

Reappoint Hemant Patel as the City's representative on the Visit SLO CAL Board of Directors (Board) for a 3-year term ending June 2029.

ALTERNATIVES

The Council may choose to direct staff to conduct an open recruitment to fill the seat and/or may direct that appointment be made by the City Manager.

FISCAL IMPACT

There is no fiscal impact associated with this action.

BACKGROUND/DISCUSSION

Visit SLO CAL Board of Directors

In December 2014, the City Council adopted Resolution No. 82-14 consenting to the inclusion of the City within the proposed San Luis Obispo County Tourism Marketing District (SLOCTMD), an action that was reconfirmed in 2019 with the adoption of Resolution No. 84-19 consenting to the renewal of the SLOCTMD. The [SLOCTMD Management District Plan \(Plan\)](#) provides each community has a representative of an assessed lodging business on the Board of Directors, a nonprofit corporation, which serves as the Owner's Association for the SLOCTMD.

Hemant Patel has served as the City's representative to the Visit SLO CAL Board of Directors since August 2018. He has expressed a willingness and desire to continue to serve as the City's representative on the Board for a new 3-year term.

The Plan provides the following selection process:

- At least one lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines.
- At least one lodging business representative shall be appointed by the County Board of Supervisors.
- At least one additional representative at-large shall be appointed by the County Board of Supervisors.
- Nominations shall be sought from the assessed lodging businesses for the remaining at-large seats. Nominations will be verified by the nominating committee, and a slate provided to the Board of Directors for election. The slate will take into consideration the requirement for various business types.

Prepared By: DS

Dept Review: DS

City Manager Review: JC

City Attorney Review: BS

Cathy Cartier, President & CEO of Visit SLO CAL submitted a letter of recommendation for Mr. Patel, which is provided as Attachment 2. Given the latitude provided in the Plan, the Council has the authority to appoint Mr. Patel to the Board for the 3-year term. Alternatively, the Council may direct staff to advertise for recruitment and conduct interviews at a later date, or consider some other method consistent with appointment directed by the Council.

ATTACHMENTS

1. San Luis Obispo Tourism Marketing District Management District Plan [Link](#)
2. Letter of recommendation from Visit SLO CAL