



AGENDA

Visit SLO CAL Board of Directors

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Thursday, November 15, 2018

8:30 am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	C. Davison
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3. Presentation of Honorary Appreciation for Val Seymour's Board Service

CONSENT AGENDA - <i>motion required</i>	C. Davison
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4. Approval of September 19, 2018 Board Meeting Minutes (*yellow*)
5. Approval of September Financials (*green*)
6. Ratification of Mark Roemer as Pismo Beach's Appointed Board Member
Staff will ask for Board approval of the September 19, 2018 Board Meeting Minutes, the September Financials and the ratification of the appointment of Mark Roemer to the Board.

BUSINESS ITEMS	C. Davison
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7. B&B Seat (10 min) – *motion required*
Staff will request Board approval of Alma Ayon's application for the open B&B seat on the Board, as recommended by the Executive Committee.
8. IPW Sponsorship (10 min) – *motion required*
Staff will request Board approval to allocate funds to the sponsorship of IPW 2019 in Anaheim.
9. Destination Management Strategy Update (10 min)
Staff will provide an update on progress to-date of VSC's Destination Management Strategy and outline next steps.
10. TMD Management District Plan (80 min) – *motion required*
Staff will review the draft Tourism Marketing District Management District Plan with the Board and request feedback and approval, as recommended by the Executive Committee.

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.