



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, January 16, 2019

8:30 am

Paso Robles Inn

1103 Spring St, Paso Robles, CA 93446

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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4. **Approval of November 15, 2018 Board Meeting Minutes** (*yellow*)
5. **Approval of October, November and December Financials** (*green*)
Staff will ask for Board approval of the November 15, 2018 Board Meeting Minutes, and the October, November and December Visit SLO CAL Financials.

CEO REPORT	C. Davison
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6. **CEO Report** (*10 min*)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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7. **TMD Renewal Update** (*35 min*) – *motion required*
Staff will provide an update on the TMD renewal process, including feedback from meetings with city managers, local DMO leaders and community board members. Staff will request Board approval of an ROI study to support the need for the assessment increase as requested by city managers.
8. **Destination Management Strategy Update** (*10 min*)
Staff will provide an update on progress to-date for VSC's Destination Management Strategy and outline key next steps, including a requested pause by the city managers.
9. **FY2018/19 Budget Re-Forecast** (*25 min*) – *motion required*
Staff will request Board approval of Visit SLO CAL's FY2018/19 budget re-forecast, as recommended by the Executive Committee.
10. **Marketing Update** (*10 min*)
Staff will provide an update on key marketing initiatives.

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.