



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Thursday, March 28, 2019

8:30 am -10:30 am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

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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5. Approval of January 16, 2019 Board Meeting Minutes (*yellow*)
6. Approval of January & February Financials (*green*)
7. Ratification of Jedidiah Bickel as Pismo Beach's Appointed Board Member
8. Approval of Lori Keller's Marketing Committee Application
9. Approval of Janine Dion's Marketing Committee Application
10. Approval of Joel Peterson's Marketing Committee Application
11. Approval of Anne Steinhauer's Marketing Committee Application
Staff will request Board approval of the January 16, 2019 Board Meeting Minutes, the January and February Visit SLO CAL Financials, the ratification of the appointment of Jedidiah Bickel to the Board, and approval of Marketing Committee applications from Lori Keller, Janine Dion, Joel Peterson and Anne Steinhauer, as recommended by the Marketing and Executive Committees.

CEO REPORT	C. Davison
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12. CEO Report (15 min)
Staff will provide an update on current projects and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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13. TMD Renewal Update (30 min) – *motion required*
Staff will provide an update on the TMD renewal terms and the revised timeline, and request feedback and approval of the updated draft Management District Plan, as recommended by the Executive Committee.
14. Destination Management Strategy Presentation (50 min) – *motion required*
Staff will provide an update on progress to-date for Visit SLO CAL's Destination Management Strategy. Resonance Consultancy will present their Draft Recommendations to the Board for feedback. Staff will outline key next steps in the process, and request approval for an addendum to the scope of work.
15. Short-Term Rental Housing Impact Research (20 min) – *motion required*
Staff will request feedback from the Board on a proposal to conduct a study on the effects of short-term rentals (STRs) on housing, and request approval to initiate the study, 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.