



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Wednesday, June 27, 2018

12:15pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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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3. Approval of May 10, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of May Financials (*green*)
Staff will ask for Committee approval of the May 10, 2018 Executive Committee Meeting Minutes and the May Financials.

CEO REPORT	C. Davison
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5. CEO Report (20 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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6. Destination Management Strategy Update (25 min)
Staff will provide an update on progress to-date for VSC's Destination Management Strategy.
7. Business Attraction Effort (25 min) – *motion required*
Staff will provide an update on recent Cal Poly Local Economic Development and next steps, and will request a recommendation to the Board to support this new endeavor.
8. Open Board and Executive Committee Seats (15 min)
Staff will provide an update on available Board and Executive Committee seats and request feedback on next steps.
9. 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 Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

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.