



AGENDA

Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee Agenda

Thursday, December 6, 2018

3:00pm – 5:00pm

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93401

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

CONSENT AGENDA	C. Davison
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3. **Approval of June 7, 2018 Advisory Committee Meeting Minutes (yellow)**
Staff will ask for Committee approval of the June VSC Advisory Committee Meeting Minutes.

BUSINESS ITEMS	C. Davison
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4. **Funding and Allocation (10 min)**
Staff will provide an update on the FY 2018/19 budget and current TMD funding received to date, as well as an allocation of dollars spent.
Follow up questions and discussion (5 min)
5. **District Highlights to Date (25 min)**
Staff will provide highlights of the TMD's past six months and progress as it relates to the goals of the District, including air service development, Destination Management Strategy progress to-date, Highway 1 reactivation, strategic marketing, communications and travel trade.
Follow up questions and discussion (10 min)
6. **Moving Forward (25 min)**
Staff will provide an update on Visit SLO CAL's FY 2018/19 marketing and communications strategies, travel trade, air service development, the Destination Management Strategy and the Tourism Marketing District renewal.
Follow up questions and discussion (15 min)
7. **Open Questions and Discussion (25 min)**
Staff will request feedback on the following questions from the committee:
 1. *In your conversations, what are you hearing Visit SLO CAL is doing well?*
 2. *In your conversations, what criticisms are you hearing of Visit SLO CAL and what areas of improvement should we consider?*
 3. *In your specific communities, what can Visit SLO CAL do for you?*
 4. *In your specific communities, has there been any further negotiation with Airbnb on a collection contract, similar to that of the County of SLO's contract?*

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 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 board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Advisory 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.