



AGENDA

Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee Agenda

Thursday, May 19, 2022

3:30 pm – 5:00 pm

Embassy Suites, 333 Madonna Rd, San Luis Obispo, 93401

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

CONSENT AGENDA

C. Davison

3. Approval of June 3, 2021 Advisory Committee Meeting Minutes

The Chair will ask for Committee approval of the June 3, 2021 Visit SLO CAL Advisory Committee Meeting Minutes.

BUSINESS ITEMS

C. Davison

Note: Documentation for some of the agenda items is provided in the agenda packet. Please review in advance in order to provide sufficient time for discussion. Also, please be sure to submit any questions on the documentation to Emily@SLOCAL.com 72 hours in advance of the meeting.

4. Visit SLO CAL Update (30 min)

Staff will showcase the recently released 2021 tourism economic impact report and facilitate a conversation on Visit SLO CAL's planned FY 2023 travel trade and marketing efforts, including those to expand on the house-of-brands strategy development for each community, asking the following question of the Committee:

- a. *What feedback do you have on Visit SLO CAL's travel trade and marketing strategies for FY 2023?*

5. Equity, Diversity & Inclusion Conversation (20 min)

Staff will provide an update and facilitate a conversation on Visit SLO CAL's continued Equity, Diversity & Inclusion (EDI) efforts, asking the following questions of the Committee:

- a. *What feedback do you have on Visit SLO CAL's EDI work?*
- b. *How can we continue to partner with you on this important work and what does success look like?*
- c. *Are there unintended consequences to this work that we need to be aware of?*

6. Experience SLO CAL 2050 Conversations (20 min)

Staff will facilitate a conversation on current Visit SLO CAL Board-prioritized Experience SLO CAL 2050 (ESC 2050) recommendations that government stakeholders can assist in driving forward, asking the following questions of the Committee:

- a. *What overall feedback do you have on the direction of this work?*
- b. *Where and how would you like to partner with Visit SLO CAL in the coming year?*
- c. *How do you see this work differently post-Covid?*

7. Advocacy Efforts (20 min)

Staff will facilitate a conversation on Visit SLO CAL's ongoing advocacy efforts, including Oceano Dunes SVRA study, the upcoming resident sentiment study, state and federal lodging per diem rates, Hipcamp and others, asking the following question of the Committee:

a. *What feedback do you have on Visit SLO CAL's advocacy initiatives heading into FY 2023?*

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 Emily Rudge at (805) 541-8000 at least 48 hours prior to the meeting.