



# AGENDA

## Visit SLO CAL Advisory Committee

### Visit SLO CAL Advisory Committee Agenda

Thursday, November 3, 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)**

<b>CONSENT AGENDA</b>	<b>C. Davison</b>
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**3. Approval of May 19, 2022 Advisory Committee Meeting Minutes**

*The Chair will ask for Committee approval of the May 19, 2022 Visit SLO CAL Advisory Committee Meeting Minutes.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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*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](mailto:Emily@SLOCAL.com) 72 hours in advance of the meeting.*

**4. Visit SLO CAL Update (30 min)**

*Staff will provide an update and facilitate a conversation on Visit SLO CAL's ongoing FY 2023 advocacy, travel trade and marketing efforts, will share recent photo and video assets, and will ask the following question of the Committee:*

- a. What feedback do you have on Visit SLO CAL's advocacy, 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; the update will include a recap of what VSC learned in the 2021 research, highlights of recent efforts for Spanish versions of SLO CAL Crafted videos and SLO CAL Welcome, and upcoming EDI training for staff, Board and Marketing Committee Members. Staff will ask the following questions of the Committee:*

- a. What feedback do you have on Visit SLO CAL's continued 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, share an update on the Events & Festivals Strategy, SLO CAL Welcome, ESC 2050 tracker, and ask 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?*

**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.