



AGENDA

Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee Agenda
Thursday, June 6, 2024
3:30 pm – 5:00 pm
VSC Office, 81 Higuera St, Ste 220, SLO, 93401

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

CONSENT AGENDA	C. Cartier
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3. **Approval of December 7, 2023 Advisory Committee Meeting Minutes**

The Chair will ask for Committee approval of the December 7, 2023 Visit SLO CAL Advisory Committee Meeting Minutes.

BUSINESS ITEMS	C. Cartier
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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 72 hours in advance of the meeting.

4. **Advocacy Conversations (25 min)**

Staff will facilitate a conversation on current Visit SLO CAL Board-prioritized advocacy initiatives including Highway 1 ongoing challenges, VSC Advocacy toolkit, ABC liquor licenses, and ask the following questions of the Committee:

- a. What overall feedback do you have on these items?*
- b. Where and how would you like to partner with Visit SLO CAL in the coming year on this work?*

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

Staff will provide an update and facilitate a conversation on Visit SLO CAL's CEO Search Process and the recently approved FY 2025 Business & Marketing Plan including advocacy, travel trade, marketing and destination management efforts and will ask the following question of the Committee:

- a. What feedback do you have on Visit SLO CAL's plan for FY 2025?*

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 including talent attraction, transportation, county-wide trails, air service updates, and will 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.