AGENDA
Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee Agenda
Thursday, June 4, 2026
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)**
3. **ANNOUNCEMENTS**

CONSENT AGENDA – *motion required*	**C. Cartier**

4. **Approval of December 4, 2025 Advisory Committee Meeting Minutes**
   The Chair will ask for Committee approval of the December 4, 2025 Visit SLO CAL Advisory Committee Meeting Minutes.

BUSINESS ITEMS	**C. Cartier**

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.

5. **Visit SLO CAL Update**
Staff will provide an update and facilitate a conversation on tourism results for 2025, Visit SLO CAL's FY 2027 Business and Marketing Plan, FY 2027 budget overview, Strategic Direction 2029, and will ask the following question of the Committee:
   a. *What feedback do you have on Visit SLO CAL's plans for FY 2027?*

6. **Advocacy Conversations**
Staff will facilitate a conversation on current Visit SLO CAL Board-prioritized advocacy initiatives including the re-opening of Highway 1, meetings with City Council members, the advocacy framework development, 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?*

7. **ESC 2050 Conversations**
Staff will facilitate a conversation on current Visit SLO CAL Board-prioritized Experience SLO CAL 2050 (ESC 2050) recommendations including air service development, bike tourism, updates to ESC 2050 initiatives, 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: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda**.**

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.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.