



# AGENDA

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## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, March 15, 2017

8:30 am

Hilton Garden Inn

601 James Way, Pismo Beach, CA 93449

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

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| <b>ANNOUNCEMENTS</b> | <b>C. Davison</b> |
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| <b>CONSENT AGENDA - <i>motion required</i></b> | <b>C. Davison</b> |
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3. **Approval of February 15, 2017 Board Meeting Minutes** (*yellow*)

- Approval of February Visit SLO CAL Financials** (*green*)

*Staff will ask for Board approval of the February Visit SLO CAL Board Meeting Minutes and February Visit SLO CAL Financials.*

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| <b>CEO REPORT</b> | <b>C. Davison</b> |
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4. **CEO Report** (15 min)

*Staff will provide an update on current projects and areas of focus for the months ahead.*

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| <b>BUSINESS ITEMS</b> | <b>C. Davison</b> |
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5. **Highway 1 Closure Communication** (15 min)

*Staff will provide an update on Visit SLO CAL's crisis communication efforts about the Highway 1 closure and review next steps.*

6. **Air Service Development** (10 min) - *motion required*

*Staff will provide an update on Visit SLO CAL's air service development efforts and outline the draft market activation approach including required funding.*

7. **SAVOR on the Road Update** (5 min)

*Staff will provide an update on SAVOR – A San Luis Obispo County Experience feeder market events.*

8. **Conference Center Feasibility Plan Update** (30 min)

*Staff will provide an update on the Phase 1 results of the Countywide Conference Center Feasibility Plan and review next steps.*

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| <b>PRESENTATION</b> | <b>B. Burnham</b> |
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9. **Marketing Agency Update** (10 min)

*Staff will provide an update on media co-ops and the progress of the shoulder season campaign.*

**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 board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board 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 Board of Directors.

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.

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