



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, November 17, 2021

8:30am-10:30am

Vespera Resort, 147 Stimson Ave, Pismo Beach, CA 93449

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of September 29, 2021 Board of Directors Meeting Minutes
4. Approval of September 2021 Visit SLO CAL Financials
5. Approval of October 2021 Visit SLO CAL Financials
Staff will request Board approval of the September 29, 2021 Board of Directors Meeting Minutes, the September and October 2021 Visit SLO CAL Financials.

CEO REPORT	C. Davison
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6. CEO Report (20 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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7. FY 2021 Year-End Satisfaction Survey (10 min)
Staff will present the results of Visit SLO CAL's FY 2021 Year-End Satisfaction Survey.
8. Experience SLO CAL 2050 Update (10 min)
Staff will provide an update on the project kick-off timeline and next steps for the Customer Service Training initiative and Phase I facilitation of the Events & Festivals Strategy, and review next steps.
9. Travel Trade & Marketing Update (20 min)
Staff will provide an update on key travel trade and marketing initiatives, including an update on House of Brands strategy, "Land Of" Campaign and SLO CAL Crafted update.
10. Advocacy Update (10 min)
Staff will update the board on current advocacy requests and seek approval for support in line with Visit SLO CAL's Public Policy Platform

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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11. Employee Dismissal (5 min)
12. Board Member Resignation Update (10 min)
13. Employee Departure (20 min)

CLOSED SESSION REPORT	C. Davison
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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 of Directors 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.

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.