



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, November 16, 2022

8:30am – 10:30am

Hilton Garden Inn Pismo Beach, 601 James Way, Pismo Beach

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 21, 2022 Board of Directors Meeting Minutes

4. Approval of September 2022 Visit SLO CAL Financials

CEO REPORT	C. Davison
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5. CEO Report (25 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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6. California Luxury Forum (15 min)

Staff will present a recap of the California Luxury Forum and its overall success, along with feedback from Visit California, Connections and the investors, partners, and stakeholders involved

7. Cal Poly Endowment/Scholarship and EIM Lab (15 min) - *motion required*

Consider for approval the establishment of a Visit SLO CAL- Cal Poly Endowment/Scholarship(s) and a founding partner sponsorship for the new Experience Industry Management Lab both using non-TMD funds

8. Community Engagement & Advocacy Update (15 min)

Staff will provide an update on key advocacy initiatives including the Resident Sentiment Study and SLO CAL Welcome.

9. Travel Trade & Marketing Update (15 min)

Staff will provide an update on key travel trade and marketing initiatives.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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10. Internal Investigation

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.

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.