



# AGENDA

## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, January 19, 2022

8:30am-10:30am

Inn at Morro Bay, 60 State Park Rd, Morro Bay, CA, 93422

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

<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 November 17, 2021 Board of Directors Meeting Minutes
4. Approval of November 2021 Visit SLO CAL Financials
5. Approval of December 2021 Visit SLO CAL Financials  
*Staff will request Board approval of the November 17, 2021 Board of Directors Meeting Minutes, the November and December 2021 Visit SLO CAL Financials.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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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.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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7. Culture Update (10 min)  
*Staff will provide an update on Visit SLO CAL's ongoing culture development initiative*
8. Experience SLO CAL 2050 Update (20 min) -*motion required*  
*Staff will provide updates on Customer Service Training learning outcomes sessions and Events & Festivals Strategy Phase I conclusion and Phase II next steps and request approval of a revised collaboration and implementation agreement for the strategy with the local DMO/communities.*
9. FY 2021-22 Mid-Year Budget Reforecast (20 min) -*motion required*  
*Staff will seek Board approval of Visit SLO CAL's FY2021/22 mid-year budget reforecast*
10. Travel Trade & Marketing Update (20 min)  
*Staff will provide an update on key travel trade and marketing initiatives*

<b>ANNOUNCEMENT OF CLOSED SESSION ITEM(S)</b>	<b>H. Patel</b>
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11. Employee Departure (5 min)

<b>CLOSED SESSION REPORT</b>	<b>H. Patel</b>
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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.