



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Board of Directors Agenda

Wednesday, March 23, 2022

8:30am – 10:30am

Paso Robles Inn, 1103 Spring St, Paso Robles, CA, 93446

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 January 19, 2022 Board of Directors Meeting Minutes
4. Approval of January 2022 Visit SLO CAL Financials
5. Approval of February 2022 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. Office Space Update (15 min)
Staff will provide an update on Visit SLO CAL's new office selection and current lease negotiations
8. Advocacy Update (10 mins)
Staff will provide an update on Visit SLO CAL's most recent and future advocacy initiatives
9. Events & Festivals Strategy Consultant Update (15 min) – *motion required*
The Board will review Visit SLO CAL's selection for an EF&S consultant and consider approval
10. Oceano Dunes Economic Impact and Future Use Study (15 min) – *motion required*
The Board will review the proposal and consider approval
11. Travel Trade & Marketing Update (20 min)
Staff will provide an update on key travel trade and marketing initiatives including the key highlights from the recent Marketing Retreat
12. President & CEO Annual Review (20 min) – *motion required*
The Board will review the President & CEO's annual review and bonus and consider approval

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 Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order

of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

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.