



# AGENDA

## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, September 21, 2022

8:30am – 10:30am

Avila Lighthouse Suites, 550 Front St, Avila Beach, CA, 93424

**1. CALL TO ORDER**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

**ANNOUNCEMENTS**

**C. Davison**

**CONSENT AGENDA – *motion required***

**C. Davison**

**3. Approval of May 18, 2022 Board of Directors Meeting Minutes**

**4. Approval of June 2022/ Year End Visit SLO CAL Financials**

**5. Approval of July 2022 Visit SLO CAL Financials**

**6. Approval of August 2022 Visit SLO CAL Financials**

**7. Approval of FY 2022 Annual Report**

**8. Acknowledgement of Pragna Patel-Mueller’s Visit SLO CAL Board Seat (SLO TBID Seat)**

**BUSINESS ITEMS**

**C. Davison**

**9. FY 2022 Audit (20 min) – *motion required***

*Erin Nagle, Glenn Burdette, will present the findings of Visit SLO CAL’s FY 2022 Audit, and the Board will consider a recommendation for approval of the Audit.*

**CEO REPORT**

**C. Davison**

**10. 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**

**11. Resident Sentiment Study Proposal (10 min) – *motion required***

*Staff will present the Resident Sentiment Study Proposal and request a recommendation for Board approval.*

**12. Strategic Direction 2026 Consultant Contract (15 min) - *motion required***

*The Board will review the Strategic Direction 2026 Consultant Contract and consider a recommendation for approval.*

**13. Brand Awareness Study Presentation (25 min)**

*Consultants Heart & Mind will present their findings from the recently completed Visit SLO CAL Brand Awareness Study.*

**14. Travel Trade & Marketing Update (25 min)**

*Staff will provide an update on key travel trade and marketing initiatives including Visit California’s Luxury Forum.*

**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.