



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, January 18, 2023

8:30am – 10:30am

Courtyard by Marriott San Luis Obispo, 1605 Calle Joaquin, San Luis Obispo, CA, 93405

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 November 16, 2022 Board of Directors Meeting Minutes

4. Approval of October 2022 Visit SLO CAL Financials

5. Approval of November 2022 Visit SLO CAL Financials

6. Approval of December 2022 Visit SLO CAL Financials

CEO REPORT	C. Davison
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7. 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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8. Beacon Economics STR Nexus Study (15 min) -*motion required*

Staff will present the short-term rental nexus study proposal from Beacon Economics and outline the projected timeline, scope of work, budget, and request Board approval

9. FY2022/23 Mid – Year Budget Reforecast (15 min) -*motion required*

Staff will seek Board approval of Visit SLO CAL's FY2022/23 mid- year budget reforecast

10. Travel Trade & Marketing Update (15 min)

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

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	A. Graves
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11. 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.