



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, March 29, 2023

8:30am – 10:30am

Visit SLO CAL Office, 81 Higuera St, Ste 220, San Luis Obispo, CA, 93401

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

C. Davison

CONSENT AGENDA – *motion required*

C. Davison

3. Approval of January 18, 2023 Board of Directors Meeting Minutes

4. Approval of February 2023 Visit SLO CAL Financials

CEO REPORT

C. Davison

5. 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

6. Events & Festivals Strategy (30 min) -*motion required*

Cassandra McAuley of MMGY NextFactor will present the final development of the Events & Festivals Strategy and staff will request Board approval

7. Strategic Direction 2026 (25 min) -*motion required*

Staff will review the Strategic Direction 2026 draft, created by Planning Team and Matthew Landkamer of Whereabout, with the Board and request approval

8. Travel Trade & Marketing Update (15 min)

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

9. President & CEO Annual Review (25 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 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.