



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Annual Meeting Agenda

Wednesday, May 31, 2023

8:30am – 11:30am

Embassy Suites, 333 Madonna Rd, San Luis Obispo, CA, 93401

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 March 29, 2023 Board of Directors Meeting Minutes

4. Approval of March 2023 Visit SLO CAL Financials

5. Approval of April 2023 Visit SLO CAL Financials

6. Re-approval of Public Policy Platform

7. Re-approval of EDI Statement

CEO REPORT	C. Davison
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8. 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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9. Board Member Selection Process (5 min) *-motion required*

Staff will provide an update on the Board Member selection process and the Board will consider and discuss the Executive Committee's recommended slate of candidates for approval.

10. Executive Committee Seats (10 min) *-motion required*

The Board will discuss the FY 2023/24 Executive Committee seats and will consider a recommendation for approval.

11. Marketing Committee Seats (5 mins) *-motion required*

The Board will discuss the FY 2023/24 Marketing Committee seats, review the Executive Committee's recommendation, and consider approval.

12. FY 2024 Business and Marketing Plan (25 min) *-motion required*

The Board will review Visit SLO CAL's proposed FY 2024 Business and Marketing Plan and will consider a recommendation for approval.

13. FY 2024 Budget (20 min) *-motion required*

The Board will review Visit SLO CAL's FY 2024 proposed annual budget and will consider a recommendation for approval.

14. Resident Sentiment Presentation (40 min) *-motion required*

Erin Francis-Cummings of Destination Analysts will present the findings from the 2023 Resident Sentiment Survey and staff will request Board approval.

15. Oceano Dunes Stewardship Study (40 min) *-motion required*

Chris Fair of Resonance Consultancy will present the final report on the Oceano Dunes Stewardship Study and staff will request Board approval.

16. Travel Trade & Marketing Update (10 min)

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

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.