



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, January 24, 2024

8:30am – 10:30am

Visit SLO CAL, 81 Higuera Street, Ste 220, 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 November 15, 2023 Board of Directors Meeting Minutes
4. Approval of October 2023 Visit SLO CAL Financials
5. Approval of November 2023 Visit SLO CAL Financials
6. Approval of December 2023 Visit SLO CAL Financials

CEO REPORT	C. Davison
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7. CEO Report (45 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. Countywide Sales Strategy (30 min) *-motion required*
Wendy Olson Killion, of Guzo Agency will present the Countywide Sales Strategy and the Board will consider a recommendation for approval
9. FY 2023/24 Mid- Year Budget Reforecast (15 min) – *motion required*
Staff will seek Board approval of Visit SLO CAL’s FY 2023/24 Mid-Year Budget Reforecast
10. Travel Trade & Marketing Update (25 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 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.