



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, March 27, 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. Cartier
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CONSENT AGENDA – <i>motion required</i>	C. Cartier
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- 3. Approval of January 24, 2024 Board of Directors Meeting Minutes**
- 4. Approval of March 7, 2024 Board of Directors Special Meeting Minutes**
- 5. Approval of January 2024 Visit SLO CAL Financials**
- 6. Approval of February 2024 Visit SLO CAL Financials**

CEO REPORT	C. Cartier
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- 7. CEO Report (15 min)**
Staff will provide an update on current projects, reporting and areas of focus for the months ahead

BUSINESS ITEMS	C. Cartier
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- 8. President & CEO Executive Search (20 min) - *motion required***
Staff will present the proposal from recruitment firm Searchwide Global, review the various executive search options and request Board approval for search or appointment
- 9. Board of Directors Application Process (10 min)**
Staff will review the current vacant Board of Directors seats and seats up for renewal
- 10. IPW California Plaza Activation (10 min)**
Staff will provide an update on the IPW California Plaza Activation
- 11. Travel Trade & Marketing Update (10 min)**
Staff will provide an update on key travel trade and marketing initiatives

CLOSED SESSION	M. Eads
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12. Pending Legal Claim

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.