



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Annual Meeting Agenda

Wednesday, May 29, 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 March 27, 2024 Board of Directors Meeting Minutes
4. Approval of March 2024 Visit SLO CAL Financials
5. Approval of April 2024 Visit SLO CAL Financials
6. Appointment of FY 25 Marketing Committee Seats

CEO REPORT	C. Cartier
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7. CEO Report
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. **FY 2025 Business and Marketing Plan - *motion required***
The Board will review Visit SLO CAL’s proposed FY 2025 Business and Marketing Plan and will consider a recommendation for approval.
9. **FY 2025 Budget - *motion required***
The Board will review Visit SLO CAL’s FY 2025 proposed annual budget and will consider a recommendation for approval.
10. **Executive Committee Seats - *motion required***
The Board will discuss the FY 2025 Executive Committee Seats and will consider a recommendation for approval.
11. **Board Member Selection Process - *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.
12. **Executive Search Update**
Staff and Compensation Committee will provide an update on the Executive Search process and timeline.
13. **Travel Trade and Marketing Update**
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.