



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, September 18, 2024

8:30 am – 10:30 am

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

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – <i>motion required</i>	C. Cartier
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3. Approval of June 27, 2024 Board of Directors Meeting Minutes
4. Approval of June 2024/ Year End Visit SLO CAL Financials
5. Approval of July 2024 Visit SLO CAL Financials

CEO REPORT	C. Cartier
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6. **CEO Report**
Staff will provide tourism performance update, relevant industry updates and highlight upcoming CEO travel.

BUSINESS ITEMS

7. **Annual Audit Review - *motion required***
Annie Braunschweig, CFO, will present the findings of Visit SLO CAL’s FY 2024 Audit, which was conducted by Glenn Burdette, and the Board will consider a recommendation for approval
8. **FY 24 Annual Report- *motion required***
Staff will share the final draft of the FY 24 Annual Report and the Board will consider a recommendation for approval
9. **Investment Portfolio Update - *motion required***
Staff will shared an update on changes to VSC’s investment portfolio management and seek Board approval in concept for the investment guidelines and direction being established
10. **Employee Updates**
Staff will provide an update the VP of Marketing search and employee NPS survey results
11. **Working Groups**
The Board will discuss participation in the four planned working groups for FY 25
12. **Travel Trade & Marketing Update**
Staff will provide an update on key travel trade and marketing initiatives

CLOSED SESSION	M. Eads
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13. **Legal Update**
M. Eads will share an update on a pending employee legal matter

ADJOURN.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

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.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.