



# AGENDA

## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Meeting Agenda

Wednesday, November 19, 2025

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)

<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Cartier</b>
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3. Approval of September 17, 2025 Board of Directors Meeting Minutes
4. Approval of May 2025 Visit SLO CAL Financials
5. Approval of August 2025 Visit SLO CAL Financials
6. Approval of September 2025 Visit SLO CAL Financials

<b>CEO REPORT</b>	<b>C. Cartier</b>
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7. **CEO Report**  
*Staff will provide tourism performance update, relevant industry updates and highlight upcoming CEO travel.*

<b>BUSINESS ITEMS</b>
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8. **Visit SLO CAL FY 2025 Tax Return**  
*Staff will present Visit SLO CAL’s FY 2025 Tax Return*
9. **Visit SLO CAL Budget Reforecast**  
*Staff will provide preliminary data regarding the upcoming mid-year budget reforecast and share the timeline*
10. **SLO CAL Summit Recap**  
*Staff will share a SLO CAL Summit recap*
11. **Tourism Economics Lodging Forecast**  
*Staff will share the preliminary findings from the county-wide Tourism Economics Lodging Forecast*
12. **Strategic Direction 2029**  
*Staff will provide an update on Strategic Direction 2029*
13. **Marketing, Travel Trade & ESC 2050 Updates**  
*Staff will provide an update on key travel trade and marketing initiatives*

### 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.

**NOTICE TO PUBLIC:** Any documents provided to the Visit SLO CAL Executive Committee regarding any item(s) on this agenda will be made available for public inspection at Visit SLO CAL (81 Higuera St, Ste 220, San Luis Obispo, CA, 93401) during normal business hours, or email your request to Emily Rudge [emily@slocal.com](mailto:emily@slocal.com). Any changes to the agenda will be posted prior to the meeting at [www.slocal.com](http://www.slocal.com)