



# AGENDA

## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Annual Meeting Agenda

Wednesday, May 28, 2025

8:30am – 11:00am

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 – *motion required*** **C. Cartier**

- 3. Approval of March 19, 2025 Board of Directors Meeting Minutes**
- 4. Approval of March 2025 Visit SLO CAL Financials**
- 5. Approval of April 2025 Visit SLO CAL Financials**
- 6. Appointment of FY 26 Marketing Committee Seats**

**CEO REPORT** **C. Cartier**

**7. CEO Report**

*Staff will provide a tourism performance update, relevant industry updates and highlight upcoming CEO travel.*

**BUSINESS ITEMS** **C. Cartier**

- 8. Review of FY 26 Business and Marketing Plan - *motion required***  
*The Board will review Visit SLO CAL’s proposed FY 26 Business and Marketing Plan, and consider a recommendation for approval*
- 9. Review of FY 26 Budget Items - *motion required***  
*The Board will review Visit SLO CAL’s FY 26 proposed annual budget and will consider a recommendation for approval*
- 10. Executive Committee Seats - *motion required***  
*The Board will discuss the FY 26 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. President & CEO Annual Review and Bonus - *motion required***  
*The Compensation Committee will provide an update on the President & CEO Annual Review and Bonus based on the April Compensation Committee meeting and Executive Committee meeting, for Board approval*
- 13. TMD Renewal Civitas Proposal - *motion required***  
*Staff and Maya Kitt of Civitas will present options for TMD renewal, including a proposed timeline and cost to begin the process. The Board will consider the Executive Committee’s recommendation to explore early TMD renewal and engage Civitas.*
- 14. Marketing, Travel Trade & ESC 2050 Updates**  
*Staff will provide an update on key marketing, travel trade and ESC 2050 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)