



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Tuesday, April 18, 2017

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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

ANNOUNCEMENTS	C. Davison
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CLOSED SESSION REPORT	J. Jamison
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3. Closed Session Report

The Committee will report out on the Closed Session at the March Executive Committee Meeting.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S) – <i>motion required</i>	J. Jamison
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4. CEO Contract Agreement (25 min)

The Committee will review the CEO's employment contract, and provide recommendations in advance of Board approval in April.

CLOSED SESSION REPORT	J. Jamison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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5. Approval of March 13, 2017 Executive Committee Meeting Minutes

Approval of March Visit SLO CAL Financials

Staff will ask for Committee approval of the March 2017 Executive Committee Meeting Minutes, and the March Visit SLO CAL Financials.

CEO REPORT	C. Davison
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6. CEO Report (15 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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7. Board Liaison Community Meeting Update (10 min)

Staff will provide an update on the scheduling of board liaison community meetings.

8. Air Service Development (10 min)

Staff will discuss the Seattle inaugural flight celebration and new air service data.

9. Highway 1 Closure Communication (15 min)

Staff will provide an update on Visit SLO CAL's crisis communication efforts about the Highway 1 closure and review next steps.

10. Conference Center Feasibility Plan Update (20 min)

Staff will provide an update on the Countywide Conference Center Feasibility Plan and review next steps.

11. Booking Engine Update (15 min)

Staff will present the data on bookings generated by the booking engine on the VSC website.

12. Marketing Update (10 min)

Staff will provide on the progress of the shoulder season campaign.

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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.