



# AGENDA

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## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Monday, October 15, 2018

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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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of September 6, 2018 Executive Committee Meeting Minutes (*yellow*)

CEO REPORT	C. Davison
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4. CEO Report (25 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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5. Destination Management Strategy Update (15 min)  
*Staff will provide an update on progress to-date for VSC's Destination Management Strategy and outline key next steps.*
6. TMD Renewal Update (40 min)  
*Staff will provide an update on the Tourism Marketing District (TMD) Renewal Process, including Civitas Agreement, the initial draft of the Management District Plan, investor meeting feedback and key next steps.*
7. Strategic Direction & Alignment (20 min)  
*Staff will discuss VSC's strategic direction and alignment as it relates to our business operations, Destination Management Strategy efforts, advocacy and involvement in economic development initiatives.*
8. Administrative Cost Discussion (10 min)  
*Staff will discuss the new challenges facing VSC's administrative budget in light of California's recent contractor legislation.*
9. Marketing Update (10 min)  
*Staff will provide an update on key 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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.