



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Wednesday, November 7, 2018

2:00pm

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 October 15, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of September VSC Financials
5. Ratification of Mark Roemer as Pismo Beach’s Appointed Board Member

CEO REPORT	C. Davison
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6. CEO Report (20 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. TMD Management District Plan (60 min)
Staff will review the draft Tourism Marketing District Management District Plan with the committee and request feedback and a recommendation for Board approval.
8. FY 2017/18 Satisfaction Survey (10 min)
Staff will review the results of the FY2017/18 Satisfaction Survey.
9. Destination Management Strategy Update (10 min)
Staff will provide an update on progress to-date for VSC’s Destination Management Strategy and outline key next steps.
10. 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.