



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, December 13, 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 November 7, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of October & November Visit SLO CAL Financials

CEO REPORT	C. Davison
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5. 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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6. Air Service Development (15 min)
Staff will provide an update on air service development and media planning efforts for new market activation.
7. TMD Renewal Update (25 min)
Staff will provide an update on the TMD renewal process, including feedback from meetings with city managers and local DMO leaders.
8. 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.
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.