



# AGENDA

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Thursday, December 9, 2021

12:00pm-2:00pm

The Kinney SLO, 1800 Monterey St, San Luis Obispo, CA 93401

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. Approval of October 14, 2021 Executive Committee Meeting Minutes

<b>CEO REPORT</b>	<b>C. Davison</b>
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4. **CEO Report (15 min)**

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

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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5. **Experience SLO CAL 2050 Update (15 min)**

*Staff will provide an update on the outcome of the Events and Festivals Strategy Facilitation from November 30 meeting and next steps in the process.*

6. **FY 2021 Budget Reforecast (20 min)**

*Staff will seek Executive Committee direction for key items which directly impact the budget reforecast.*

7. **Shipyards (Mering) Financial Adjustment (20 min)**

*Staff will discuss an agency requested retainer adjustment.*

8. **Travel Trade & Marketing Update (20 min)**

*Staff will provide an update on key travel trade and marketing initiatives, including an update on the website redesign.*

<b>ANNOUNCEMENT OF CLOSED SESSION ITEM(S)</b>	<b>H. Patel</b>
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9. **Employee Departure (20 min)**

### 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.