



# AGENDA

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Thursday, October 13, 2022

12:00pm-1:00pm

Visit SLO CAL, 81 Higuera Street, Ste 220, 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 19, 2022 Executive Committee Meeting Minutes

CEO REPORT	C. Davison
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4. **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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5. **ESC 2050 Update (10 min)**  
*Staff will provide an update on the SLO CAL Welcome Program*
6. **Resident Tourism Sentiment Study Proposal Update (10 min)**  
*Staff will provide an update on the Resident Tourism Sentiment Study Proposal*
7. **Travel Trade & Marketing Update (10 min)**  
*Staff will provide an update on key travel trade and marketing initiatives including Visit California’s Luxury Forum*

### 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 Emily Rudge at (805) 541-8000 at least 48 hours prior to the meeting.