



# AGENDA

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Monday, November 7, 2022

12:00pm-2:00pm

Visit SLO CAL, 81 Higuera Street, Ste 220, San Luis Obispo, CA 93401

**1. CALL TO ORDER**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

<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 13, 2022 Executive Committee & Core Advisory Group Meeting Minutes**

**4. Approval of September Visit SLO CAL Financials**

<b>CEO REPORT</b>	<b>C. Davison</b>
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**5. CEO Report (30 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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**6. Tax Return (10 min) -*motion required***

*The Committee will review Visit SLO CAL’s FY 2022 Tax Return, and will consider a recommendation for approval*

**7. Cal Poly Endowment/Scholarship and EIM Lab (25 min) -*motion required***

*Staff will present the opportunity to establish a Visit SLO CAL - Cal Poly Endowment/Scholarship for future tourism and hospitality students along with a founding partner sponsorship for the new Experience Industry Management Lab opening in 2023 and request feedback and consider a recommendation to the Board for approval*

**8. California Luxury Forum (25 min)**

*Staff will present a recap of the California Luxury Forum and its overall success, along with feedback from Visit California, Connections and the investors, partners, and stakeholders involved*

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

*Staff will provide an update on key travel trade and marketing initiatives including Destination Summit*

<b>ANNOUNCEMENT OF CLOSED SESSION ITEM(S)</b>	<b>C. Davison</b>
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**10. Internal Investigation**

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.