



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, January 13, 2022

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)

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of December 9, 2021 Executive Committee Meeting Minutes

4. Approval of November Visit SLO CAL Financials

CEO REPORT	C. Davison
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5. CEO Report (15 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. Visit SLO CAL Reserve Account Investment Update (15 min)

Staff and Morgan Stanley Investments will provide an update on the current investment structure for Visit SLO CAL’s reserve account and seek direction on next steps

7. Culture Update (15 min)

Staff will provide an update on Visit SLO CAL’s ongoing culture development initiative

8. FY2021-22 Mid-Year Budget Re-Forecast (25 min) – *motion required*

The Committee will review Visit SLO CAL’s FY2021/22 mid-year budget reforecast and make a recommendation for Board approval

9. Travel Trade & Marketing Update (20 min)

Staff will provide an update on key travel trade and marketing initiatives.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	H. Patel
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10. Employee Departure (15 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 Emily Rudge at (805) 541-8000 at least 48 hours prior to the meeting.