



# AGENDA

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Thursday, April 14, 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 March 10, 2022 Executive Committee Meeting Minutes
4. Approval of March 2022 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. Executive Committee & Board Member Selection Process (30 min)  
*The Committee will discuss the FY2022/23 Executive Committee seats, and the Board Member selection process for open seats, and determine whether to consider filling the remaining vacant Board seats*
7. PR Agency Review and Selection (20 min)  
*The Committee will review staff recommendation and select an agency for Visit SLO CAL’s domestic PR contract – *motion required**
8. Review of FY 23 Budget Items (20 min)  
*The Committee will review items of significance for Visit SLO CAL’s FY 23 budget and provide feedback to staff*
9. ESC 2050 Updates (10 min)  
*Staff will update the committee on the current progress of ESC 2050 initiatives*
10. Travel Trade & Marketing Update (20 min)  
*Staff will provide an update on key travel trade and 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 Emily Rudge at (805) 541-8000 at least 48 hours prior to the meeting.