



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, May 12, 2022

1:00pm-3:00pm

Central Coast Brewing, 6 Higuera Street, 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 April 14, 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. **Media Activation (10 min)- *motion required***
Staff will recommend increasing the media plan for the balance of FY 22 in an effort to increase SLO CAL’s base of travel coming into the summer month and request Committee approval
7. **Board Member Selection Process (15 min)- *motion required***
Staff will provide an update on the Board Member selection process for FY 23 and request the Committee recommend a slate of candidates for the Board’s approval
8. **Executive Committee Seats (15 min)- *motion required***
The Committee will discuss the FY 23 Executive Committee seats and recommend a slate of candidates for the Board’s approval
9. **Marketing Committee Seats (10 min)- *motion required***
The Committee will discuss the FY 23 Marketing Committee seats, recommendations from the Marketing Committee, and recommend a slate of candidates for the Board’s approval
10. **Review of FY 23 Business and Marketing Plan (15 min)- *motion required***
The Committee will review Visit SLO CAL’s FY 23 Business and Marketing Plan and staff will request a recommendation for Board approval
11. **Review of FY 23 Budget (20 min)- *motion required***
The Committee will review Visit SLO CAL’s FY 23 Budget and staff will request a recommendation for Board approval
12. **Travel Trade & Marketing Update (10 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.