



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Monday, July 11, 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)

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of May 12, 2022 Executive Committee Meeting Minutes

4. Approval of May 2022 Visit SLO CAL Financials

CEO REPORT	C. Davison
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5. 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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6. Office Update (20 min)

Staff will provide an update on interior design budget projections

7. Events & Festivals Strategy Update (10 min)

Staff will provide an update on the Events & Festivals Strategy project initiation

8. Compensation and Benefits Study Results (20 min)

Staff will provide details on the outcome of the recent Compensation and Benefits Study

9. Luxury Forum Update (15 min)

Staff will provide details of the upcoming Visit California Luxury Forum hosted by Visit SLO CAL

10. Travel Trade & Marketing Update (15 min)

Staff will provide an update on key travel trade and marketing initiatives including an update on the metrics of the recent media activation and provide an update on the upcoming Campaign Effectiveness Research Study

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.