



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Monday, September 19, 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 August 11, 2022 Executive Committee Meeting Minutes
4. Approval of June/ Year End Visit SLO CAL Financials
5. Approval of July 2022 Visit SLO CAL Financials
6. Approval of August 2022 Visit SLO CAL Financials
7. Approval of FY 2022 Annual Report

CEO REPORT	C. Davison
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8. **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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9. **Annual Audit Review (20 min) -*motion required***
The Committee will review Visit SLO CAL's FY 2022 Audit, and will consider a recommendation for Board approval
10. **Strategic Direction 2026 Consultant Contract (15 min) -*motion required***
Staff will present the Strategic Direction 2026 consultant proposal and request a recommendation from the Committee for Board approval
11. **Resident Sentiment Study Proposal (15 min) -*motion required***
Staff will present the Resident Sentiment Study Proposal and request a recommendation from the Committee for Board approval
12. **FY 2021/22 Year-End Satisfaction Survey (15 min)**
Staff will present the results of Visit SLO CAL's FY 2021/22 Year-End Satisfaction Survey
13. **Travel Trade & Marketing Update (15 min)**
Staff will provide an update on key travel trade and marketing initiatives including Visit California's Luxury Forum

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.