



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, November 9, 2023

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 September 14, 2023 Executive Committee Meeting Minutes
4. Approval of September 2023 Visit SLO CAL Financials

CEO REPORT	C. Davison
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5. CEO Report (30 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. Tax Return (20 min) – *motion required*
The Committee will review Visit SLO CAL’s FY 2023 Tax Return, and will consider a recommendation for approval
7. Budget Reforecast Overview (15 min)
Staff will present any significant changes to mid-year budget reforecast, in advance of the upcoming budget reforecast
8. Morgan Stanley Ladder Discussion (20 min) – *motion required*
The Committee will review the various options provided by Morgan Stanley, and will provide staff with direction for further investment
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)	M. Eads
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10. Leadership Growth Plan

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.