



# AGENDA

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee Agenda

Monday, February 13, 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 January 12, 2023 Executive Committee Meeting Minutes

CEO REPORT	C. Davison
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#### 4. CEO Report (40 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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#### 5. Community Engagement & Advocacy Update (20 min)

*Staff will present an update on ongoing Community Engagement & Advocacy Initiatives*

#### 6. Mid-State Fair Proposal (15 min) -*motion required*

*The Committee will review a \$75,000 Sponsorship Opportunity with the California Mid-State Fair for FY 2024 budget inclusion and consider approval*

#### 7. Travel Trade & Marketing Update (30 min)

*Staff will provide an update on key travel trade and marketing initiatives*

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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#### 8. Employee Investigation Follow Up

#### 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.