



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, May 11, 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

CONSENT AGENDA – <i>motion required</i>
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C. Davison

3. Approval of April 20, 2023 Executive Committee Meeting Minutes

CEO REPORT

C. Davison

4. CEO Report (25 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead

BUSINESS ITEMS

C. Davison

5. Review of FY 24 Business and Marketing Plan (20 min) – *motion required*

The Committee will review Visit SLO CAL's FY 24 Business and Marketing Plan and staff will request a recommendation for Board approval

6. Review of FY 24 Budget (20 min) – *motion required*

The Committee will review Visit SLO CAL's FY 24 Budget and staff will request a recommendation for Board approval

7. Marketing Committee Seats (10 min) – *motion required*

The Committee will discuss the FY 24 Marketing Committee seats, recommendations from the Marketing Committee, and recommend a slate of candidates for the Board's approval

8. Board Member Selection Process (15 minutes) – *motion required*

Staff will provide an update on the Board member selection process for FY 24 and request the Committee recommend a slate of candidates for the Board's approval

9. Executive Committee Seats (15 min) – *motion required*

The Committee will discuss the FY 24 Executive Committee seats and recommend a slate of candidates for the Board's approval

10. 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.