



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, January 18, 2024

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 November 9, 2023 Executive Committee Meeting Minutes
4. Approval of October 2023 Visit SLO CAL Financials
5. Approval of November 2023 Visit SLO CAL Financials

CEO REPORT	C. Davison
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6. 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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7. Draft Countywide Sales Strategy (20 min)
Staff will review the Countywide Sales Strategy provided by Guzo with the committee and seek feedback prior to the Board presentation
8. FY 2023/24 Mid- Year Budget Reforecast (15 min) – *motion required*
The Committee will review Visit SLO CAL’s FY 2023/24 Mid-Year Budget Reforecast and consider a recommendation for Board approval
9. FY 2025 Board of Directors and Executive Committee Seats (20 min)
The Committee will provide feedback on possible candidates for upcoming FY 25 Board of Directors seat openings and discuss the evolution of the Executive Committee for the next fiscal year
10. Travel Trade & Marketing Update (20 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.