



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, August 8, 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)

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| ANNOUNCEMENTS | C. Cartier |
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| CONSENT AGENDA – <i>motion required</i> | C. Cartier |
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3. Approval of June 27, 2024 Executive Committee Meeting Minutes

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| CEO REPORT | C. Cartier |
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4. CEO Report (15 min)

Staff will provide tourism performance update, relevant industry updates and highlight upcoming CEO travel

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| BUSINESS ITEMS | C. Cartier |
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5. Morgan Stanley Management and Signers

Staff will provide an update on changes to the Morgan Stanley Investment Account Management and access and seek Committee approval

6. Working Groups (15 min)

The Committee will discuss participation in the four planned working groups for FY 25

7. VP of Marketing Search (5 min)

Staff will provide an update on the search for the VP of Marketing

8. Annual Audit and Financial Update (15 min)

Staff will provide an update on annual audit process and give a year end financial update

9. Travel Trade & Marketing Update (15 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.