



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, May 22, 2025

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. Cartier
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CONSENT AGENDA – <i>motion required</i>	C. Cartier
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3. Approval of April 10, 2025 Executive Committee Meeting Minutes

4. Approval of March 2025 Visit SLO CAL Financials

5. Approval of April 2025 Visit SLO CAL Financials

CEO REPORT	C. Cartier
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6. CEO Report

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

BUSINESS ITEMS	C. Cartier
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7. TMD Renewal Civitas Proposal *-motion required*

Staff and Maya Kitt of Civitas will present options for TMD renewal, including a proposed timeline and cost to begin the renewal process. The Executive Committee will discuss the matter and may develop a recommendation to the Board regarding whether to authorize Civitas to explore early TMD renewal

8. Review of FY 26 Business and Marketing Plan *-motion required*

The Committee will review Visit SLO CAL's FY 26 Business and Marketing Plan and staff will request a recommendation for Board approval

9. Review of FY 26 Budget Items *-motion required*

The Committee will review Visit SLO CAL's FY 26 budget and staff will request a recommendation for Board approval

10. Executive Committee Seats *-motion required*

The Committee will discuss and recommend the FY 26 Executive Committee slate of candidates for Board approval

11. Board Member Selection Process *-motion required*

Staff will provide an update on the Board member selection process for FY 26 and request the Committee recommend a slate of candidates for the Board's approval

12. Marketing Committee Seats *-motion required*

The Committee will discuss the FY 26 Marketing Committee seats, recommendations from the Marketing Committee, and recommend a slate of candidates for the Board's approval

13. Marketing, Travel Trade & ESC 2050 Updates

Staff will provide an update on key marketing, travel trade and ESC 2050 initiatives

ADJOURN.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

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.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

NOTICE TO PUBLIC: Any documents provided to the Visit SLO CAL Executive Committee regarding any item(s) on this agenda will be made available for public inspection at Visit SLO CAL (81 Higuera St, Ste 220, San Luis Obispo, CA, 93401) during normal business hours, or email your request to Emily Rudge emily@slocal.com. Any changes to the agenda will be posted prior to the meeting at www.slocal.com