AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda
Thursday, October 15, 2026
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**

CONSENT AGENDA – *motion required*	**C. Cartier**

3. **Approval of September 10, 2026 Executive Committee Meeting Minutes**

STANDING ITEMS	**C. Cartier**

4. **CEO Report**
   Staff will provide relevant organization and industry updates
5. **Destination Lodging Performance**
   Staff will share relevant lodging performance metrics

BUSINESS ITEMS	**C. Cartier**

6. **We Are One Campaign**
   Staff will share an update on the We Are One Campaign
7. **Visit California Terra Madre Study Mission**
   Staff will provide information on the recent Visit California Terra Madre Study Mission and next steps
8. **Advocacy Framework**
   Staff will present the recently updated VSC advocacy framework
9. **Heart + Mind Meetings Research Findings**
   Staff will present the findings from the recent meetings research as conducted by Heart + Mind
10. **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