AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda
Thursday, May 28, 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 April 27, 2026 Executive Committee Meeting Minutes**
4. **Approval of April 2026 Visit SLO CAL Financials**

CEO REPORT	**C. Cartier**

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

BUSINESS ITEMS	**C. Cartier**

6. **Leadership Redundancy Framework**
   Staff will present a leadership redundancy framework for Committee discussion
7. **President & CEO Annual Bonus Review**– *motion required*
   The Compensation Committee will present their recommendation for the President & CEO's annual review and bonus, and the Executive Committee will consider a recommendation for Board approval
8. **Review of FY 27 Business and Marketing Plan** – *motion required*
   The Committee will review Visit SLO CAL's FY 27 Business and Marketing Plan and staff will request a recommendation for Board approval
9. **Review of FY 27 Budget Items** – *motion required*
   The Committee will review Visit SLO CAL's FY 27 budget and staff will request a recommendation for Board approval
10. **Executive Committee Seats** – *motion required*
    The Committee will discuss and recommend the FY 27 Executive Committee slate of officers for Board approval
11. **Board Member Selection Process** – *motion required*
    Staff will provide an update on the Board member selection process for FY 27 and request the Committee recommend a slate of candidates for Board approval
12. **Marketing Committee Seats** – *motion required*
    The Committee will discuss the FY 27 Marketing Committee seats, recommendations from the Marketing Committee, and recommend a slate of candidates for Board 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