



Visit SLO CAL Marketing Committee Meeting
Tuesday, January 9, 2024
8:30 am – 10:30 am
Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

3. Approval of November 14, 2023 Marketing Committee Minutes

Staff will ask for Committee approval of the November 14, 2023 Meeting Minutes.

CMO REPORT

4. Visit SLO CAL CMO Report

CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

5. Unpacking Content Series

Staff will update Committee on the planned content series

6. Website UX Study

Staff will present the findings from the website UX study

7. Calendar of Events

Staff will update the Committee on the regional calendar of events and solicit Committee feedback

8. SLO CAL Open at Morro Bay Recap

Staff will provide an event recap and next steps

9. Event Sponsorship – *motion required*

Staff will review recommendations from the Event and Festival Strategy and Committee will discuss event support and application process and provide feedback

10. Marketing ESC 2050 & Travel Trade Update

Staff will review highlights from September and October and discuss current and future activities

ADJOURN

Brown Act Notice: Each speaker is limited to 2 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 Marketing 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 Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rose Seybold at (805) 541-8000 at least 48 hours prior to the meeting.