



Visit SLO CAL Marketing Committee Meeting

Tuesday, January 31, 2023

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 8, 2022 Marketing Committee Minutes

Staff will ask for Committee approval of the November 2022 Meeting Minutes.

CMO REPORT

4. Visit SLO CAL CMO Report (15 minutes)

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

BUSINESS ITEMS

5. Destination Summit Recap (10 minutes)

Staff will recap the 2022 Destination Summit and discuss options for the future

6. Tourism Economics Forecast (10 minutes)

Staff will share highlights from the SLO CAL Lodging and Visitor Economy Forecast

7. International PR/Trade Contract (10 minutes)

Staff will provide an update on finalists for UK representation and next steps

8. Sustainability Content (15 minutes)

Staff will lead discussion on sustainability content plan

9. Mural Trail and Wall Activation (10 minutes)

Staff will provide an update on the monarch butterfly murals activation

10. Dylan Efron Partnership (10 minutes)

Staff will provide details on upcoming influencer partnership

11. Travel Trade & Marketing Update (15 minutes)

Staff will review highlights from December and discuss current and future activities

12 California Welcome Center Presentation (10 minutes)

The Committee will receive an annual update on visitation at the California Welcome Center from Megan Leininger, CWC Manager

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 Jessie Borchin at (805) 541-8000 at least 48 hours prior to the meeting.