



Visit SLO CAL Marketing Committee Meeting

Tuesday, May 14, 2024

8:30 am – 10:30 am

Visit SLO CAL, 81 Higuera St, Ste 220, San Luis Obispo, CA, 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

3. Approval of March 5, 2024 Marketing Committee Retreat Minutes

Staff will ask for Committee approval of the March 5, 2024 Marketing Committee Retreat 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. FY 2025 Co-Op Programs

Staff will share upcoming FY 2025 co-op opportunities

6. FY 2025 Draft Business & Marketing Plan – *motion required*

The Committee will review Visit SLO CAL's FY 2025 Business & Marketing Plan and staff will request a recommendation for Board of Directors approval

7. FY 2025 Proposed Budget

Staff will present Visit SLO CAL's proposed FY 2025 Budget

8. Marketing Committee Member Application Approval – *motion required*

Staff will review the Marketing Committee applications and request a recommendation for Board approval

9. Events and Festivals Calendar

Staff will provide an update on the Events and Festivals Calendar initiative

10. SLO CAL Welcome

Staff will provide an update on the SLO CAL Welcome initiative

11. California Tourism Month/ National Travel & Tourism Week

Staff will provide an update on activities planned to celebrate the tourism industry

12. Marketing, ESC 2050 & Travel Trade Update

Staff will review highlights from April 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 Megan Leininger at (805) 541-8000 at least 48 hours prior to the meeting.