



## Visit SLO CAL Marketing Committee Meeting

Tuesday, July 9, 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

CONSENT AGENDA – *motion required*

### 3. Approval of May 14, 2024 Marketing Committee Minutes

*Staff will ask for Committee approval of the May 14, 2024 Marketing Committee 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. Summer Media Spend

*Staff will share changes in media spend programming*

### 6. FY 25 Media Plan

*Staff will review the media plan for the fiscal year*

### 7. Ethnographic Research

*Staff will review the schedule for the in-market Ethnographic Research*

### 8. FY 25 Working Groups

*Staff will discuss with the Committee the various working groups planned for FY 25*

### 9. SLO CAL Nomenclature

*Staff will provide an update on nomenclature efforts*

### 10. SLO CAL Summit

*Staff will provide an update on the SLO CAL Summit*

### 11. Marketing, Travel Trade & ESC 2050 Update

*Staff will review highlights and discuss current and future activities*

### 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 Megan Leininger 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.