



Visit SLO CAL Marketing Committee Retreat
Tuesday, March 17, 2026, 8:30 am – 5 pm
Swanson Center of Effort Conference Hall
JUSTIN & J. Lohr Center for Wine and Viticulture, Cal Poly
Mt. Bishop Road, San Luis Obispo, CA

1. CALL TO ORDER

2. PUBLIC COMMENT

CONSENT AGENDA – *motion required*

3. Approval of January 13, 2026 Marketing Committee Minutes

Staff will request Committee approval of the January 13, 2026 Marketing Committee Meeting Minutes.

CMO REPORT

M. Cano

4. Visit SLO CAL CMO Report

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

BUSINESS ITEMS

M. Cano

5. Introductions & Discussion Overview

The Committee, Visit SLO CAL agencies (The Shipyard, Turner PR, Pensara) and guests will introduce themselves and staff will outline the goals and priorities for the day's agenda.

6. Rearview Mirror: Success + Lessons Learned

Staff and agencies will present a recap of the current marketing programs and performance to date, with year-over-year trendlines and themes.

7. The Road Ahead

Staff and agencies will present travel trends for 2026, and key trends across paid, owned and earned media.

- a) *Travel Trends 2026 (The Shipyard)*
- b) *Paid Media Trends (The Shipyard)*
- c) *Social Media Trends (Pensara)*
- d) *Earned Media Trends (Turner)*
- e) *Meeting/Group Trends (The Shipyard)*

8. Break (10 min)

9. Breakout Session #1: Earned Media Trends in Action

The Committee will break into small groups to discuss who the characters are behind the earned media trends in SLO CAL. Each group will report-out on their discussion.

10. Social Strategy 2.0

Pesnara will present the evolution of the SLO CAL social media strategy.

11. Lunch (45 min)

12. Business Challenge: Driving Demand

Staff and agencies will present the upcoming SLO CAL tourism landscape.

13. Breakout Session #2: SLO CAL Demand Lab

The Committee will break into small groups to develop a strategy around a business challenge. Each group will report-out on their plan.

14. Break (10 min)

15. Demand in Action

Staff and agencies will discuss action items that can be taken from SLO CAL Demand Lab activity and applied to the work in FY 27.

16. FY 27 Co-Op Partnership Opportunities

Staff, agencies and the Committee will discuss opportunities for co-op programs in FY 27.

17. Wrap Up and Next Steps

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. The agenda will be made available for public inspection at Visit SLO CAL's Office located at 81 Higuera St, Suite 220, San Luis Obispo, CA 93401 and online at slocal.com. 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 Committee. The agenda provides a general description and staff recommendations; however, the Marketing Committee may take action other than what is recommended.