Visit SLO CAL Marketing Committee Meeting
Tuesday, September 8, 2026
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 July 14, 2026 Marketing Committee Minutes**
   Staff will request Committee approval of the July 14, 2026 Marketing Committee Minutes.

CMO REPORT	M. Cano

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	M. Cano

5. **FY 26 Paid Media Summary**
   The Shipyard will provide a summary of the FY 26 paid media program results.
6. **Up + Adam Podcast**
   Adam Montiel and VSC staff will share an overview of the approach to the new podcast content partnership with Up + Adam, including co-op opportunities.
7. **Marketing, Sales & ESC 2050 Updates**
   Staff will provide an overview of marketing performance, review recent sales activities and discuss ESC 2050 initiatives.

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.