



# AGENDA

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, March 9, 2021

8:30 am - 10:00 am

Video Conference – URL: <https://us02web.zoom.us/j/81698300044> Meeting ID: 816 9830 0044

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

**CONSENT AGENDA – *motion required***

**C. Davison**

3. **Approval of February 9, 2021 Marketing Committee Minutes**

*Staff will ask for Committee approval of the February 2021 Marketing Committee Meeting Minutes.*

**CEO REPORT**

**C. Davison**

4. **Visit SLO CAL CEO Report (10 minutes)**

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

**BUSINESS ITEMS**

**C. Davison**

5. **Xplorit, Virtual Site Inspection Presentation (20 minutes)**

*Greg Murtha, President at Xplorit will provide an overview of their Virtual Site Inspection product and staff will request feedback from the committee.*

6. **Events & Festival Strategy Update (20 minutes)**

*Visit SLO CAL will provide an update on the Events & Festival strategy as part of Experience SLO CAL 2050 and request feedback from the committee on the strategy and next steps.*

7. **Miles Presentation – Google My Business (20 minutes) – *motion required***

*Miles Partnership will provide a revised plan for the Google My Business program.*

8. **February Marketing & Trade Update (15 minutes)**

*Staff will review highlights from February 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 items 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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.