



# AGENDA

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Agenda

Tuesday, March 14, 2017

8:30am

Avila Beach Golf Resort

6464 Ana Bay Rd, Avila Beach, CA 93424

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. **Approval of February 14, 2017 Marketing Committee Meeting Minutes**

*Staff will ask for Committee approval of the February 2017 Marketing Committee Meeting Minutes.*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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4. **Marketing Committee Strategic Planning**

*VSC staff and its marketing agency-of-record will discuss FY2017-18 planning for marketing, public relations, sales and content marketing.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two 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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.