



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, January 11, 2022

8:30 am - 10:00 am

The Kinney – 1800 Monterey Street, San Luis Obispo, CA 93401

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

CONSENT AGENDA – *motion required*

C. Cartier

3. **Approval of November 9, 2021 Marketing Committee Minutes**
Staff will ask for Committee approval of the October 2021 Meeting Minutes.

CMO REPORT

C. Cartier

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

C. Cartier

5. **House of Brands Phase 2 and 3** (20 minutes)
Staff & The Shipyard will provide the committee with an update on phases two and three of the House of Brands strategy.
6. **Restaurant Month Update** (10 minutes)
7. **2022 Visitor Magazine** (10 minutes)
8. **Focus of Work** (20 minutes)
Staff will provide the committee with an update on major initiatives for FY 2022.
9. **November and December Travel Trade & Marketing Update** (10 minutes)
Staff will review highlights from October 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 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 Jessie Borchin at (805) 541-8000 at least 48 hours prior to the meeting.