



# AGENDA

## Visit SLO CAL Marketing Committee

**Visit SLO CAL Strategic Marketing Committee Retreat Dinner**  
Monday, April 12, 2021  
4:00 pm – 7:00 pm  
SLO Brew Rock  
855 Aerovista Ln, San Luis Obispo, CA 93401  
Video Conference – URL: <https://us02web.zoom.us/j/83320449683>  
Meeting ID: 833 2044 9683

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

**CONSENT AGENDA – *motion required***

**C. Tull**

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

### **BUSINESS ITEMS**

**C. Tull**

4. **Introductions & Discussion Overview (15 min)**  
*The Committee, Visit SLO CAL agencies (Mering, Turner, Simpleview, Arrivalist) and guests will introduce themselves.*
5. **Agency Presentations from Turner PR, Simpleview, Arrivalist, Mering (60 min)**  
*Each agency will provide a forward looking overview of current trends and their initiatives.*
6. **Wrap Up and Next Steps (5 min)**  
*Cathy Tull and Chuck Davison will give a brief overview of expectations for the next day.*

### **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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.