



Visit SLO CAL Marketing Committee Meeting
Tuesday, May 9, 2023
8:30 am – 10:30 am
Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA

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

CONSENT AGENDA – *motion required*

- 3. Approval of March 14, Marketing Committee Minutes**
Staff will ask for Committee approval of the March 14, 2023 Meeting Minutes.

CMO REPORT

- 4. Visit SLO CAL CMO Report** (15 minutes)
CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

- 5. FY 24 Draft Business & Marketing Plan** (20 minutes) – *motion required*
The Committee will review Visit SLO CAL's FY 2024 Business & Marketing Plan and staff will request a recommendation for Board of Directors approval
- 6. FY 24 Proposed Budget** (10 minutes)
Staff review Visit SLO CAL's proposed FY 2024 Budget
- 7. Marketing Committee Member Application Approval** (10 minutes) – *motion required*
Staff will review Marketing Committee applications and request a recommendation for Board approval
- 8. Co-op Opportunities** (15 minutes)
Staff discuss with the Committee current and upcoming co-op opportunities
- 9. Hero Shoot** (15 minutes)
Staff will present assets from the recent hero shoot and discuss content direction
- 10. EDI Training** (10 minutes)
Staff will share an update on EDI training
- 11. California Tourism Month / National Travel & Tourism Week** (10 minutes)
Staff will provide an update on activities planned to celebrate the tourism industry

12. Marketing ESC 2050 & Travel Trade Update (15 minutes)

Staff will review highlights from December 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.