



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, May 10, 2022

8:30 am - 10:30 am

Embassy Suites San Luis Obispo, 333 Madonna Road,
San Luis Obispo, CA 93405 – Los Osos Meeting Room

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

CONSENT AGENDA – *motion required*

C. Cartier

3. Approval of March 8, 2022 Marketing Committee Retreat Minutes

Staff will ask for Committee approval of the March 2022 Marketing Committee Retreat Minutes

CMO REPORT

C. Cartier

4. Visit SLO CAL CMO Report (10 minutes)

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

BUSINESS ITEMS

C. Cartier

5. Visit California Luxury Forum (10 minutes)

The Committee will receive a brief presentation on the opportunities for participation in the Visit California Luxury Forum

6. Business & Marketing Plan (20 minutes) – *motion required*

The Committee will review Visit SLO CAL's FY 2023 Business & Marketing Plan and staff will request a recommendation for Board of Directors approval

7. FY 23 Budget (15 minutes)

Staff will review Visit SLO CAL's proposed FY 2023 Budget

8. Social Media Integration Taskforce (10 minutes)

Staff will discuss the Social Media Integration Taskforce and cross channel initiative

9. Marketing Committee Meeting Schedule (10 minutes)

The Committee will review proposed schedule for Marketing Committee Meetings moving forward

10. Marketing Committee Member Application Approval (20 minutes) – *motion required*

Staff will review Marketing Committee applications and request a recommendation for Board approval

11. California Welcome Center Presentation (10 minutes)

The Committee will receive an annual update on visitation at Welcome Center from Megan Leininger, CWC Manager

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

Staff will review highlights from April 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 Cathy Cartier at (805) 541-8000 at least 48 hours prior to the meeting.