



Visit SLO CAL Marketing Committee Meeting
Tuesday, November 14, 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 September 12, 2023 Marketing Committee Minutes

Staff will ask for Committee approval of the September 12, 2023 Meeting Minutes.

CMO REPORT

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

5. SLO CAL Summit

Staff will review event and solicit Committee feedback

6. Unpacking Content Series

Staff will update Committee on the planned content series and filming schedule

7. My SLO CAL

Staff will present video assets and discuss local media plan

8. Marketing Co-op Updates

The Shipyard will give an update on FY 24 co-op activities

9. Spartan Race Recap

Staff will provide an event recap and next steps

10. Key Market Activation

Staff will review activation related activities and solicit Committee discussion

11. UX Study

Staff will present updates on study and next steps

12. Marketing ESC 2050 & Travel Trade Update

Staff will review highlights from September and 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.