



Visit SLO CAL Marketing Committee Meeting
Tuesday, November 8, 2022
8:30 am – 10:30 am
Visit SLO CAL Office – 91 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 13, 2022 Marketing Committee Minutes**
Staff will ask for Committee approval of the September 2022 Meeting Minutes.

CMO REPORT

- 4. Visit SLO CAL CMO Report** (10 minutes)
CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

- 5. Events Update** (10 minutes)
Staff will provide an update on SLO CAL Open and Spartan Race
- 6. Restaurant Month** (10 Minutes)
Staff will discuss restaurant month and culinary focused initiatives
- 7. Co-op Programming** (20 minutes)
Staff and The Shipyard will discuss two potential co-op programs
- 8. Monarch Butterfly Murals** (10 minutes)
Staff will share updates on the monarch butterfly murals and trail activation
- 9. Website Advertising** (10 minutes)
Staff will provide an update on DTN and advertising on the website moving forward
- 10. Luxury Forum** (10 minutes)
Staff will provide a recap on the Visit California Luxury Forum Powered by Connections
- 11. WTTC Content Partnership** (10 minutes)
Staff will update the Committee on airline service

12. Travel Trade & Marketing Update (10 minutes)

Staff will review highlights from October and discuss current and future activities

13. SLO CAL Welcome (10 minutes)

Staff will review the program launch and communications plan

14. Events & Festivals Strategy (10 minutes)

Staff will review the project timeline and plan

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.