



Visit SLO CAL Marketing Committee Meeting
Tuesday, September 12, 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 July 11 Marketing Committee Minutes

Staff will ask for Committee approval of the July 11, 2023 Meeting Minutes.

CMO REPORT

4. Visit SLO CAL CMO Report (20 minutes)

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

BUSINESS ITEMS

5. Brand Awareness Study (30 minutes)

Heart & Mind Strategies will review the Brand Awareness Research Study

6. FY 24 Marketing Co-op Opportunities (10 minutes)

Staff will discuss opportunities with the Committee

7. Destination Summit (10 minutes)

Staff will review speakers, pricing and timing

8. Short-Term Vacation Rentals and Workforce Housing Nexus Study (20 minutes)

Staff will discuss the findings from the study with the committee

9. Marketing ESC 2050 & Travel Trade Update (20 minutes)

Staff will review highlights from July and August 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.