



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda
Wednesday, April 19, 2017
8:30 am
The Cliffs Resort
2757 Shell Beach Rd, Pismo Beach, CA 93449

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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3. **Approval of March 15, 2017 Board Meeting Minutes** (*yellow*)
Approval of March Visit SLO CAL Financials (*green*)
Staff will ask for Board approval of the March Visit SLO CAL Board Meeting Minutes and March Visit SLO CAL Financials.

CEO REPORT	C. Davison
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4. **CEO Report** (*15 min*)
Staff will provide an update on current projects and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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5. **Host Compliance Update** (*10 min*)
County at-large appointee Jim Hamilton will provide an update on the County's efforts to identify illegal vacation rentals.
5. **Board Liaison Community Meeting Update** (*10 min*)
Staff will provide an update on the scheduling of board liaison community meetings.
6. **Air Service Development** (*10 min*)
Staff will discuss the Seattle inaugural flight celebration and new air service data.
7. **Highway 1 Closure Communication** (*10 min*)
Staff will provide an update on Visit SLO CAL's crisis communication efforts about the Highway 1 closure and review next steps.
8. **Conference Center Feasibility Plan Update** (*10 min*)
Staff will provide an update on the Countywide Conference Center Feasibility Plan and review next steps.
9. **Marketing Update** (*10 min*)
Staff will provide an update on the progress of the shoulder season campaign.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S) – *motion required*

J. Jamison

10. CEO Contract Agreement (15 min)

The Board will review the President & CEO's employment contract, and the President & CEO will request approval.

CLOSED SESSION REPORT

J. Jamison

ADJOURN.

Brown Act Notice: Each speaker is limited to two 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 board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.