



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Monday, March 13, 2017

11:30am

Visit SLO CAL Conference Room
1334 Marsh Street, San Luis Obispo, CA 93401

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 February 9, 2017 Executive Committee Meeting Minutes**
Approval of February Visit SLO CAL Financials
Staff will ask for Committee approval of the February 2017 Executive Committee Meeting Minutes, and the February 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, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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5. **CEO Contract Agreement (30 min)**
The Committee will review the CEO's employment contract, and provide recommendations in advance of Board approval in April.
6. **Highway 1 Closure Communication (15 min)**
Staff will provide an update on Visit SLO CAL's crisis communication efforts about the Highway 1 closure and review next steps.
7. **Air Service Development (15 min) – *motion required***
Staff will provide an update on Visit SLO CAL's air service development efforts and outline the draft market activation approach including required funding.
8. **SAVOR on the Road Update (5 min)**
Staff will provide an update on SAVOR – A San Luis Obispo County Experience feeder market events.
9. **Conference Center Feasibility Plan Update (30 min)**
Staff will provide an update on the Phase 1 results of the Countywide Conference Center Feasibility Plan and review next steps in advance of the March Board meeting.
10. **Marketing Agency Update (10 min)**
Staff will provide an update on media co-ops and the progress of the shoulder season campaign.

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 Executive 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 Executive Committee.

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.