



# AGENDA

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Agenda

Tuesday, May 9, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. **Approval of April 11, 2017 Marketing Committee Meeting Minutes**

*Staff will ask for Committee approval of the April 2017 Marketing Committee Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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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.*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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5. **Update on Board Action (5 min)**

*Staff will provide an update on action taken at the April Board of Directors meeting.*

6. **Advertising & Marketing Update (25 min)**

*Staff will review the progress on the current and planned paid media campaign, earned (PR) efforts and owned media efforts, including new website, content development and partnerships.*

7. **FY 17/18 Marketing Update & Discussion (45 min)**

*Staff will present an update on FY 17/18 marketing planning.*

### 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 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 Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.